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FOR IMMEDIATE RELEASE

AAF Members Donate Nearly 7,000 Books to Children Across the Country

*Advertising Community Joins Together for Public Service Literacy Initiative;
2,000 Books Sent to Hurricane Katrina Victims*

FM AdFed, a professional trade association serving the local advertising, marketing and communications community, recently participated in a three-week national book drive benefiting the Books for Kids Foundation. In total, 30 clubs across the nation donated 6,685 books valuing over \$60,000. Participants also donated more than \$750 directly to the Books for Kids Foundation.

The Books for Kids Foundation provides books, creates children's libraries in underserved locations and participates in reading initiatives with community-based organizations. Book donations benefit nonprofit community-based organizations located nationwide. The AAF specifically collected books for children in kindergarten through third grade.

Anne Marie Principe, CEO of the Books for Kids Foundation, said, "We are deeply grateful to the clubs, college chapters, corporate members and staff of the American Advertising Federation for their generous donation of almost 7,000 books to our foundation.

"Their contribution could not have come at a better time. Almost immediately upon their arrival, 2,000 of the books collected by the AAF were transported by the New York Fire Department to Louisiana and distributed to the still-struggling victims of Hurricane Katrina, providing these children with a crucial source of enjoyment and inspiration in an environment where the day-to-day realities can be disheartening."

For over 50 years FM AdFed has strived to enhance advertising, marketing and communications by supporting and recognizing its diverse membership and their contributions to the Red River Valley's vitality, economy and culture. For more information on the organization please visit www.fmadfed.org.