



MEDIA ADVISORY

Madison Non-profit and Library to Benefit from Barnes and Noble Book Fair

On July 31, at any Barnes and Noble nationwide, buy a book, movie, or music, sip some coffee, and celebrate Dr. Seuss with events every hour on the hour, all while benefiting two local organizations whose work supports Wisconsin children and families.

WHO: Supporting Families Together Association (SFTA) and Madison Public Library are partnering with Barnes and Noble to present a day-long celebration and book fair in coordination with the store's Dr. Seuss Pop-Cultured event. <http://www.barnesandnoble.com/blog/get-pop-cultured-with-barnes-noble/>.

WHAT: The book fair simply means that a percentage of any purchases made at any Barnes and Noble on the day of the fair go towards both participating organizations, if the customer indicates they are buying to support the fair. Purchases made at any Barnes and Noble nationwide can be put towards the fair at no extra cost on behalf of customers. Can't make it to the store? A percentage of purchases made online at bn.com/bookfairs for **five days after the in-store event** will still be counted towards the book fair. Just enter code 11658622 and buy what you need!

WHEN & WHERE: Friday, July 31, 2015, 9 am to 10 pm (or open to close) at Barnes and Noble stores nationwide.

Additional Information:

Both the book fair and the Barnes and Noble Dr. Seuss Pop-Cultured celebration will occur at all Barnes and Noble stores nationwide, and will include multiple family-friendly activities and events throughout the day. Staff from SFTA and the Madison Public Library will be present the day of the book fair at Barnes and Noble West in Madison. SFTA also encourages patrons of Barnes and Noble West in Madison to buy and donate books the day of the fair, for our Once Upon a Book Drive. All books collected will go to Wisconsin children in need, and all funds collected by SFTA will go towards buying new children's books for our drive.

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About SFTA: Supporting Families Together Association (SFTA) is a non-profit, Madison-based organization funded by public and private entities. We cultivate a system of organizations and professionals across Wisconsin to promote quality, strengths-based, early childhood services in all communities in order to optimize the developmental window of opportunity that early childhood presents for building a strong foundation for life. Learn more about SFTA, our members, and our partners at supportingfamilies.together.org/.