



**FOR IMMEDIATE RELEASE**

Supporting Families Together Association  
Kelly McClurg  
700 Rayovac Drive, Ste. 6  
Madison, WI 53711  
(608) 443.4307  
[kelly@supportingfamiliesaltogether.org](mailto:kelly@supportingfamiliesaltogether.org)  
6/15/16

***Once Upon a Book Drive Collects Books for WI Children in Need***

**Supporting Families Together Association (SFTA) is hosting its third annual *Once Upon a Book Drive*, collecting books for children and early education programs in need. The drive starts TODAY June 15, 2016 and runs through the end of August.**

**MADISON** – In just 2 years running, *Once Upon a Book Drive* has collected over 10,700 books for WI children and early education programs in need. Now in its third year, SFTA, participating member agencies and community supporters have their sights set high, to reach even more children and families through the drive.

"Since its inception, *Once Upon a Book Drive* has put quality books into the hands of thousands of WI children and early educators," said SFTA Communications Specialist Kelly McClurg, the point person behind the drive. "We are thrilled that this effort continues to expand each year, and are so grateful to all of our donors and supporters who join us in promoting early literacy."

*Once Upon a Book Drive* focuses on supporting [early literacy](#) because it is a crucial skill that is [strongly linked to a child's success later in life](#). It is especially important during the first few years of a child's life as their brain develops most rapidly.

Donated books can be new or gently used and must be appropriate for children from ages 0 to 12, with an emphasized need for infant/toddler and bilingual books. SFTA will partner with our member [Child Care Resource and Referral agencies \(CCR&Rs\)](#) and [Family Resource Centers \(FRCs\)](#) to distribute collected books to early education programs and families in need across WI. Level of need for receiving books will be based on criteria set by SFTA to ensure books are allocated where they will have the greatest impact. [Buy and ship books through AmazonSmile](#) to also donate a percentage of your purchase to SFTA, or donate books in person at [any of the book donation sites across the state](#). Madison area donation locations are:

- [Pinney Library](#)
- [Middleton Library](#)
- [4-C](#)
- [Johnson Bank locations: East, West, & Downtown](#)

###

Supporting Families Together Association (SFTA) is a non-profit organization funded by public and private entities to support and implement a variety of early childhood-focused programs and services. SFTA strives to cultivate a system of organizations and professionals across Wisconsin to promote quality, strengths-based, early childhood services in all communities. Learn more at [www.supportingfamiliesaltogether.org](http://www.supportingfamiliesaltogether.org).