



**FOR IMMEDIATE RELEASE**

Supporting Families Together Association  
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***Fourth Annual Once Upon a Book Drive Collects Books for WI Children in Need***

**Supporting Families Together Association (SFTA), with our member agencies and community partners, is collecting books for WI children in need now, through August.**

**MADISON** – SFTA is proud to be the driving force behind collecting over 20,500 books for WI children in need, over the last 3 years of Once Upon a Book Drive. This year, we invite you to help put quality literature into the hands of our youngest children by donating new and gently used children’s books at a donation site near you.

“We couldn’t make the difference that we do through this drive without the generosity of our donors,” said Jill Hoiting, SFTA Co-Director of Programs & External Relations. “We ask the Wisconsin community to help us continue our push to make early literacy experiences accessible for all children through this drive.”

Early literacy is the focus of Once Upon a Book Drive because it is a crucial skill that is strongly linked to a child’s success later in life, and is especially important during a child’s first few years as their brain develops most rapidly.

Donated books must be appropriate for children ages 0 to 12, though there is a special need for infant/toddler and bilingual books. SFTA and its member Child Care Resource and Referral agencies (CCR&Rs) and Family Resource Centers (FRCs) will distribute collected books to local early education programs and families in need across WI. Families, early education programs and other entities that receive books will be chosen based on criteria set by SFTA to ensure books are allocated to where they will have the greatest impact. Buy and ship books through AmazonSmile to 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:

- Middleton Library
- Johnson Bank locations: East, West, & Downtown
- 4-C

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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).