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NEWS RELEASE

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Durham's Partnership for Children Participates in Wrapping Day at Barnes & Noble – Streets at Southpoint

Durham, NC – **Durham's Partnership for Children**, a *Smart Start Initiative*, has announced that staff members and volunteers working on behalf of the agency will be offering complimentary gift wrapping to customers at the **Barnes & Noble –Southpoint store** as part of the organization's **Annual Barnes & Noble Holiday Book Drive**. Currently in its sixth year, the Book Drive is organized as a literacy resource for young children across Durham County who lack adequate access to books.

Through generous donations from customers of the Barnes & Noble Southpoint store, the Partnership is able to distribute books across the community. The 2010 Book Drive resulted in more than 2,800 books that were given to 23 agencies serving children through social services, home visiting programs, medical clinics, and family support programs.

Every book donated toward this cause makes a tremendous impact for children in Durham. Given current needs in the community, the Partnership is calling specifically for infant and toddler board books, as well as bilingual books. Research shows that reading aloud to infants and toddlers is critical to building vocabulary, speech skills, a love for reading, and school success.

"As the momentum builds in the final weeks of the book drive, we are thrilled by the support already shown during this giving season," said Laura Benson, Executive Director at Durham's Partnership for Children. "It takes a community to make this effort a success. Our deepest gratitude goes out to Barnes and Noble staff, generous patrons, and partnering community agencies for making sure thousands of young children have the joy of having a new book to call their very own. What better holiday present could you give than the gift of literacy?"

What: Durham's Partnership for Children Wrapping Day at Barnes & Noble – Streets at Southpoint

To thank Barnes & Noble customers for their generous donations during the Partnership's Annual Holiday Book Drive, Partnership staff will greet customers and provide complimentary gift wrapping in the store.

When: Monday, December 5th from 11 am to 5 pm

Where: Barnes & Noble, Streets at Southpoint

8030 Renaissance Parkway, Durham, NC 27713

To learn more about the Annual Barnes & Noble Holiday Book Drive, visit www.dpfc.net/bookdrive.aspx.

About Durham's Partnership for Children - Making young children a priority.

Founded in 1994 and first funded in 1995 to administer the Smart Start grant in Durham County, the Partnership works as an independent, local nonprofit that serves young children birth to age 5 and their families to ensure that all children enter school healthy and ready to succeed. For more than 16 years, the Partnership helps working parents pay for child care, improves the quality of child care and provides health and family support services to thousands of Durham County families with young children. The Partnership leverages the public and private sectors to achieve its mission: *To mobilize and unify the Durham community to create and support innovative and successful approaches to serving the needs of children birth to age 5 and their families.* The Partnership administers Smart Start, NCPRE-K, and Early Head Start in Durham County. For more information about the Partnership, visit www.dpfc.net or call 919-403-6960, ext. 221.