



Picking out their own books fosters kids' love of reading.

BJ's Helps Bring Books to Kids

Studies show that when you give disadvantaged kids access to books, you increase their chances for success. That's why BJ's Charitable Foundation has chosen to support organizations like these that connect kids to books and get them excited about reading. BJ's is proud of its commitment to educational excellence in the communities it serves.

My Own Book Program, New York, New York

For a child, a book is much more than a story — it's a key to a brighter future. That's why since 1999, My Own Book has been giving some of New York City's most disadvantaged children the opportunity to choose and buy books they can take home and treasure. Staffed by dedicated volunteers who take the time to

help kids find books that are just right for them, My Own Book has a proven track record in supporting childhood literacy and fostering a love of reading. Parents and teachers are thrilled. But the program's biggest fans are the over 4,000 children who, as the letter at left shows, become book owners every school year.

Dear Mr. Freeman,
Thank you for the books.
I really enjoy them. We all
put our name on the books
and then we read them.
I was so into it, when I
got home I started to
read again. I will love the
books forever. I wish I
didn't have to go to sleep
so I could keep reading.
Sincerely, Shanell

The Russell Life Skills and Reading Foundation, Ft. Lauderdale, Florida

In the fight to eradicate illiteracy and help inner-city youth build successful lives, the folks at The Russell Life Skills and Reading Foundation say they have a powerful weapon: the ability of books to “empower, inspire and encourage.” Founded by former NFL® linebacker Twan Russell in 1998, the foundation provides mentors to help kids stay on track as well as certified teachers who use proven methods to raise literacy scores and share the joy of reading. Many of the children they serve have no books at home. But thanks to the foundation's Russell Reading Room, kids always have a safe, welcoming place to curl up with a good book and dream about the future.



“Millions of people cannot read things we take for granted,” says founder and former NFL pro Twan Russell. “Our mission is to eradicate illiteracy among our youth.”

Since 2005, BJ's Charitable Foundation has given more than \$11 million to over 1,000 community organizations in the 15 states where BJ's Clubs are located. The bulk of its grants fund organizations that provide services in the areas of hunger prevention, self-sufficiency, healthcare and education to those in need. For more information and to apply, visit www.bjs.com/charity.