

**GREAT FUTURES START HERE.**



**FOR IMMEDIATE RELEASE**

April 13<sup>th</sup>, 2021

**Contact:** Ann Kaiser, CEO

715-577-8295 or [akaiser@cvclubs.org](mailto:akaiser@cvclubs.org)

**Disney Publishing Shares the Love of Reading by Sending One Million Books to Boys & Girls Clubs of America**

Disney Publishing is doing their part to encourage kids and families to come together and share their love of reading, with its first-ever Summer Reading List. To help ensure that more readers have access to books this summer and beyond, and as part of Disney's commitment to inspiring the next generation of storytellers, Disney Publishing is donating one million books to Boys & Girls Clubs of America across the country!

This spring Boys & Girls Clubs of the Greater Chippewa Valley received 11,343 books totaling \$137,350 worth of summer reading materials. Our outreach through our Club sites in Black River Falls – Lunda Center, Chippewa Falls, Lee & Mary Markquart Center in Eau Claire and Menomonie, totals more than 8650 kids! The goal is to get books into each kid's hand, additionally each Club is connecting with school partners to distribute Disney books to them as well.

"We're always gratified to be able to get books into the hands of Club kids and kids served through our community partners. We're so grateful Disney chose to make this generous donation through Boys & Girls Clubs," stated Roxie Schmidt, Director of Operation at the Boys & Girls Clubs of the Greater Chippewa Valley.

Boys & Girls Clubs of the Greater Chippewa Valley provides youth development programs in the communities of Black River Falls, Chippewa Falls, Eau Claire and Menomonie, for youth in 2<sup>nd</sup> grade through 18 years old. Programs focus on fostering academic success, addressing social emotional needs, providing meals and snacks, and creating opportunities for social recreation through implementation of Boys & Girls Clubs of America research-based programs. The mission of the Boys & Girls Club is to enable all youth, especially those who need us most, to reach their full potential as productive, responsible, and caring citizens.