



JUNIOR LEAGUE OF
MEMPHIS

**MEDIA ADVISORY
FOR IMMEDIATE RELEASE**

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Contact:

Kate Bass, Junior League of Memphis
Marketing/PR Chair
512.698.2106 (cell)
kate.bass@ftnfinancial.com

Laura Doty, Junior League of Memphis
Communications Manager
662.816.8681 (cell)
ledoty1@gmail.com

**Junior League of Memphis Partners with Booksellers at
Laurelwood for Read20 Book Donation throughout October**

- Who:** Junior League of Memphis
- What:** Read20 Book Patrol Partnership with Booksellers
- When:** October 1-31, 2016
- Where:** Booksellers at Laurelwood, 387 Perkins Extd, Memphis, TN 38117
- Why:** The Junior League of Memphis is partnering with Booksellers at Laurelwood for the second year in a row to support Tennessee First Lady Haslam's Read20 Book Patrol initiative.

Event Information

- From October 1-October 31, Booksellers will feature a Read20 Book Patrol table to promote the program.
- Every book purchased from Booksellers and donated back to the program will be sold at a 20% discount.
- The statewide Read20 Book Patrol initiative encourages children to read an additional 20 minutes each day. In Memphis, Haslam has partnered with the Junior League of Memphis and the Memphis Police Department to promote literacy in conjunction with public safety.
- In the past year, the JLM has collected over 7,000 books for students in high-risk areas. Memphis police officers then distribute the books at precincts across the city. The goal is to showcase precincts as neighborhood safe zones. Receiving a book from a police officer also builds relationships between officers and kids in the communities they serve.
- Book donations can always be dropped off at the JLM Community Resource Center (3475 Central Ave) or by contacting Katie Walsh, JLM TAPA/Issue Advocacy Chair, at walshie2004@gmail.com or Mandy Tenent, Provisional Project Coordinator, at mandytenent@gmail.com.