

For Immediate Release  
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### **Borders Collects more than 4,500 Books for Spread the Word Nevada**

Las Vegas (October 6, 2009) – Spread the Word Nevada’s children’s literacy program received more than 4,500 books valued at over \$27,000 from a back to school book drive sponsored by Borders’ book stores throughout the Las Vegas Valley. Borders at Town Square Las Vegas donated more than 1,700 books alone with a value estimated at \$11,600. Since 2001, Kids to Kids, the flagship program of Spread the Word Nevada has distributed more than 1.3 million books to hundreds of thousands of disadvantaged youth in Southern Nevada.

“I was amazed at the generosity of our customers when we told them about the book drive for Spread the Word Nevada,” said Dean Austin, general manager, of Town Square. “The passion and excitement when they found their favorite children’s book to donate was very rewarding and fun for us. This really speaks well of our community and how important reading is to them.” The book drive ran from August through September.

“We are honored that Borders would select Spread the Word Nevada as the recipient of the beautiful books purchased by their customers during their back to school book drive. We are also touched by the community’s response of giving resulting in so many books donated for the children in the Las Vegas area. Each book will be treasured,” said Laurie Hartig, program director, of Spread the Word Nevada.

#### About Spread the Word Nevada, Inc: Kids to Kids

Spread the Word Nevada, Inc., is a nonprofit, 501(c)(3) corporation, serving at-risk children by providing various literary services. Kids to Kids, a flagship program of Spread the Word Nevada, helps children create home libraries to read and share with family members. While developing a love of reading, these libraries promote future academic achievement and higher self-esteem, which impact lifelong success. Other Spread the Word Nevada programs include Breakfast with Books, family literacy service, and Books and Buddies, reading mentorship. Since 2001, Spread the Word Nevada has distributed more than 1.3 million gently-used and new books to more than 150,000 of Nevada’s youth. Contact (702) 564-7809 or visit [SpreadtheWordNevada.org](http://SpreadtheWordNevada.org) to learn more about program details.

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