



FOR IMMEDIATE RELEASE

Contact:

Joe Rogers, Jr.
jrogers@totalequitynowharlem.org
646.543.5695

Lisa Jones Brown
info@harlem4kids.com
917.992.8575

TOTAL EQUITY NOW AND HARLEM4KIDS LAUNCH PARTNERSHIP TO DONATE HUNDREDS OF LIKE-NEW CHILDREN’S BOOKS DURING 2014-2015 SCHOOL YEAR

August 26, 2014 – Harlem, NY – Total Equity Now (“TEN”) and Harlem4Kids (“H4K”) are launching a new partnership to collect and donate hundreds of like-new children’s books throughout the 2014-2015 school year, empowering hundreds of Harlem children with the gift of reading.

Beginning Saturday, September 6th, families participating in H4K’s “Storytime Saturdays”—a weekly program that encourages parent participation while combining stories, movement, sing-a-longs, making music, and counting in different languages—will have the opportunity to donate high-quality, like-new books each weekend. TEN will pick up and sort the books before delivering them to community-based homeless shelters and other transitional living facilities, expanding the personal and facility-based libraries that keep books within arm’s reach of dozens of families for whom buying large numbers of books is not an option.

Founded in 2008, Total Equity Now engages Harlemites as active participants and decision makers in advancing educational excellence and equity across Harlem. Since launching its “Literacy Across Harlem” program suite in 2012, Total Equity Now has collaborated with neighborhood-minded businesses and family-friendly organizations like H4K to mobilize Harlemites in collecting, sorting and distributing 5,600 books to Harlem-based homeless shelters, literacy programs, a transitional housing facility for mothers involved in the criminal justice system, and havens for victims of domestic violence.

“Harlem4Kids, through its ‘Storytime Saturdays’ program, is a natural fit for us and has already contributed hundreds of excellent children’s books through our Literacy Across Harlem book drives. Our team looks forward to taking this partnership to the next level in order to help even more Harlem families ‘rock those reads!’” said TEN founder Joe Rogers, Jr.

Established in 2006, Harlem4Kids is a parent-run nonprofit that supports an inclusive network of Harlem families and further enriches the lives of children through fun and creative programs that celebrate cultural diversity. Its “Storytime Saturdays” program, held at the Harlem Center PAL Building (441 Manhattan Avenue between 118th and 119th Streets) every Saturday morning from 10:00 a.m. to noon, September through May, encourages parent participation while combining stories, movement, lively sing-a-longs, making music together with small instruments and counting in different languages.

“Harlem4Kids is proud to partner with Total Equity Now to bring books to all Harlemites,” said H4K co-founder Lisa Jones Brown. “Families in the H4K network will be excited to donate books to such an important effort. A community that shares and cares about books is a fitting tribute to Harlem’s rich literary history, as home to great writers like Langston Hughes and James Baldwin.”

For more on Total Equity Now’s Literacy Across Harlem programs, visit www.totalequitynowharlem.org/programs/literacy-across-harlem or email info@totalequitynowharlem.org.

For more information on Harlem4Kids and “Storytime Saturdays,” visit www.harlem4kids.com/programmevents.htm or email info@harlem4kids.com.