

# THOUSANDS OF CHILDREN PRESENTED WITH BOOKS

Books4Kids Jamaica announced the start of its 2014 book distribution, during which sponsors and volunteers personally will deliver book bags to 6,000 children in 60+ schools across 7 parishes.

Each child will receive a book bag containing a BrainQuest Workbook, 1 reading book, crayons and a pencil. This year, the charity will distribute books and educational materials at an estimated value of US\$100,000.

Last week, the distribution team visited Spot Valley Infant School, Falmouth Infant School, Catherine Hall Infant School, Somerton Infant & Primary School, Goodwill Infant School and Hampden Infant School.

Over the last two days, the distribution team handed out book bags to more than 1,040 four and five year old Kindergarten children at Montego Bay Infant School.

The educational charity celebrated International Literacy Day on September 8, by handing out 500 book bags to the four year old Kindergarten children. Senator Noel Sloley Sr. and developer Bob Trotta joined the distribution team, together with volunteer celebrity trainer

Christopher Clarke, Jana Weisser, Thilo Messerschmitt and Books4Kids representatives Frank Perolli, Arden Hamilton and Ragni Trotta.

The team was assisted by Principal of Montego Bay Infant School Constance Graham, Guidance Counsellor Mrs. Walker-Brown and teachers from the school.

Tuesday, the team was joined by volunteers Kathy Ann Dear and Stacia Stephenson, who helped distribute 540 book bags to the five-year old Kindergarten students under the slogan "The future is bright, when you can read and write!"

With an overall success rate of 91 per cent measured among 2,574 children that completed this year's annual 'Books4Kids Assessment', Kindergarten students who participate in the program continue to produce excellent results.

Through the 'Books4Kids Assessment', a simple test that evaluates the children's reading, writing, math and science skills, an achievement rate of 90 percent was measured among 1,280 four-year old K1 students, while 1,294 five-year old K2 students achieved an overall success rate of 92 percent.

Said Ragni Trotta, Chairperson of the Books4Kids program: "We are delighted to report extraordinary, measured result among the children who participate in the Books4Kids Jamaica program. This has a lot to do with the teachers and Principals who are the everyday heroes, as well as the books of course, but together we are making a difference."

Six thousand (6000) BrainQuest Workbooks valued at US\$80,000, form the core part of this year's book distribution. The 360-page educational volume which covers the core curriculum of Alphabet,

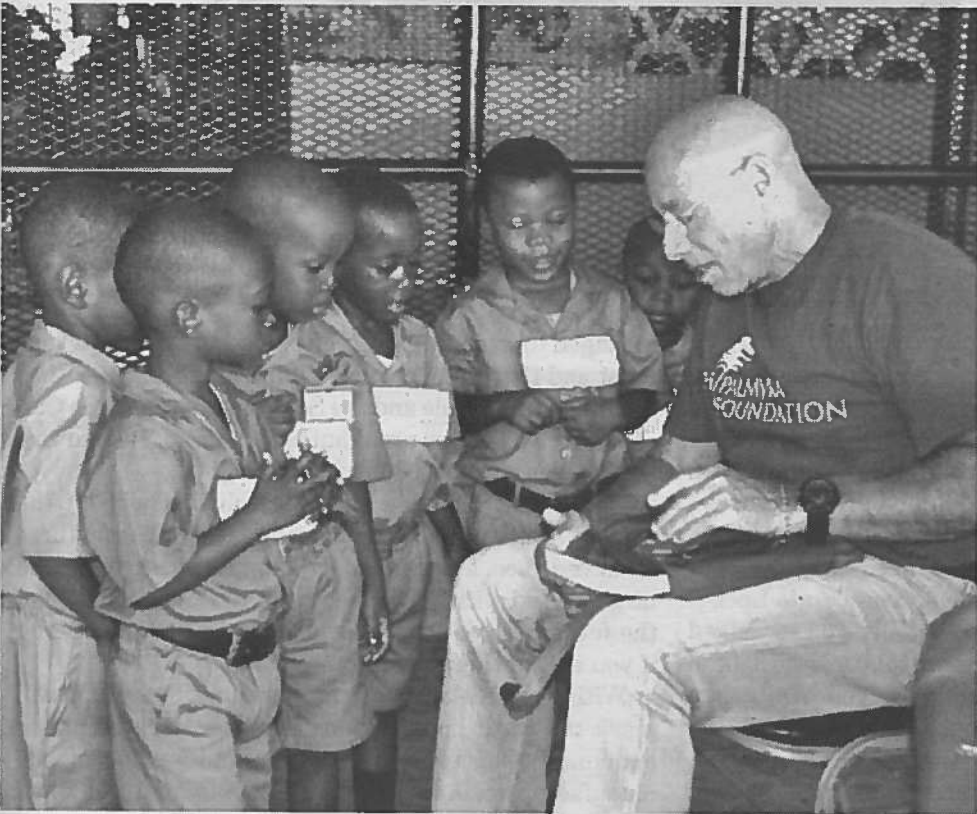
Numbers, Phonics, Shapes and Colors, has played a large part in the program's success. Stated Mrs. Ennis, Principal at Falmouth Infant School: "The Workbook compliments our core curriculum and our teachers use it on a daily basis. The children are very excited to do the Workbook activities, and we get excellent feedback from parents who use it at home with the children. We have benefited tremendously from the books from Books4Kids Jamaica over the years."

While this year's books were shipped to the island courtesy of Seaboard & Freight Jamaica Ltd, local transportation company Jamaica Tours Limited (JTL) is providing its transportation services for the seventh year running. In addition to

distribution teams, books and educational materials, Books4Kids will be bringing footballs, shoes and bags of rice courtesy of Food for the Poor to schools located in remote areas of the island.

The majority of funds for this year's book distribution were raised through the charity's 2014 Online Charity Auction, featuring more than 100 worldwide vacation experiences, flights, sports memorabilia and art, generously donated by sponsors. Additionally, Books4Kids Jamaica Ambassador Allison Roach from the New York based Allison Roach Group staged a fund-raiser for Books4Kids Jamaica at the Jamaica Open New York Golf Tournament raising money for the book project. A lot this year's reading books were donated by Lilliane Bastien and the 'One Book at a Time' project in Montreal, Canada, and generously flown to Jamaica courtesy of Air Canada.

Books4Kids Jamaica wishes to thank the many sponsors, corporations and individuals, who have made this year's book distribution possible through donations of money, goods and services. The charity also thanks The Ministry of Education, The Ministry of Finance, The Jamaican Customs Department and Keith Thorpe Ltd. for their assistance in getting the books to Jamaica.



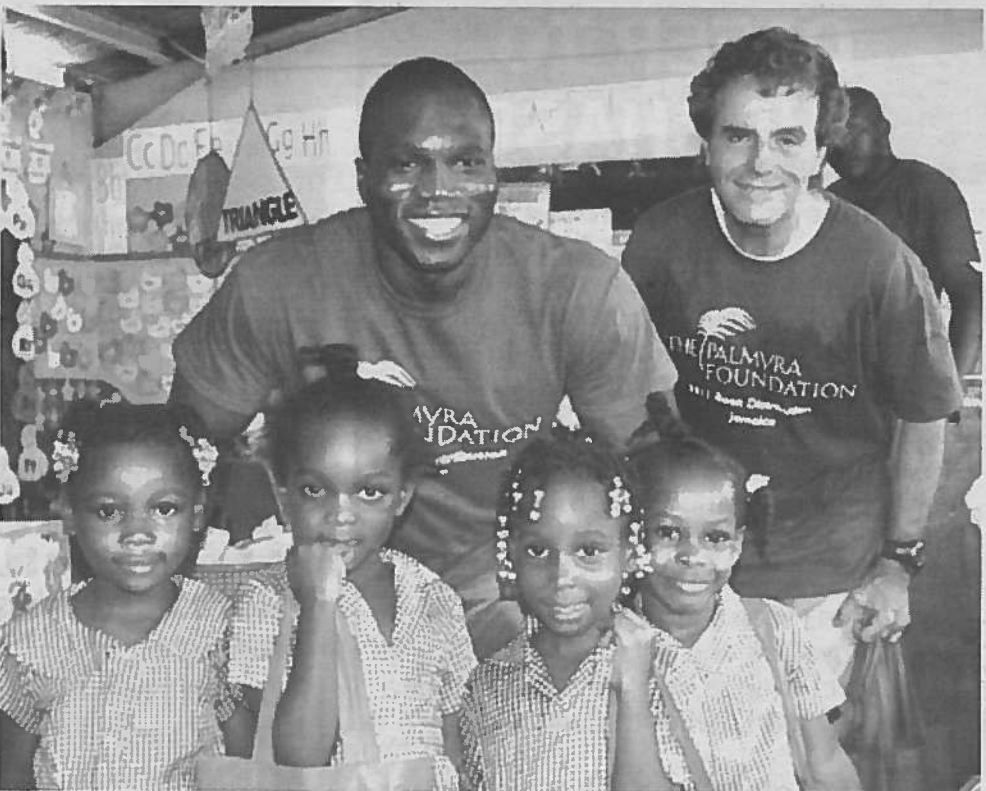
Bob Trotta, Founder of The Palmyra Foundation and the Books4Kids Jamaica program, shows the BrainQuest Workbook to four-year old Kindergarten students at Montego Bay Infant School.



Senator Noel Sloley Sr. hands out a Books4Kids book bag to a four-year old Kindergarten student at Montego Bay Infant School.



Montego Bay Infant School Guidance Counsellor Mrs. Walker-Brown (left), Senator Noel Sloley Sr. (centre) and Principal of Constance Graham (right) with four year old Kindergarten students.



Book4Kids Jamaica volunteer celebrity trainer, Christopher Clarke (left), together with charity representative, Frank Perolli, at Hampden Infant School.