

# Indigo love of reading fund

For immediate release

## **INDIGO DONATES \$1.5 MILLION TO SCHOOLS ACROSS CANADA 10 new schools added to the Love of Reading program**

**Toronto, ON – April 26, 2007** – Indigo Books & Music Inc. today announced that the Indigo Love of Reading Fund is committing \$1.5 million to 10 high-needs elementary schools across Canada. Through dollars raised by Indigo's Love of Reading Fund, each school will receive \$150,000 over three years to purchase books and other learning materials. Due to the record breaking generosity of employees and Indigo, Chapters and Coles customers in 2006, the Love of Reading Fund was able to raise the total number of Love of Reading grant recipients to 30 elementary schools across Canada. To date, the Indigo Love of Reading Fund has committed over \$4.5 million to promote early literacy and the love of reading. Indigo's annual corporate contribution, which more than matches customers' donation represents approximately 5% of its profits, well above the suggested 1% for Canadian charitable donations by leading corporations.<sup>i</sup>

"We are making an investment in the future of our children," said Heather Reisman, CEO of Indigo Books & Music Inc. "Early literacy is the basis of self-esteem and a clear indicator of future success. By providing schools with the resources they need we are opening a world of possibilities for our children. We are showing students that there are many opportunities out there and that they can be whatever they set their mind to."

Promoting literacy amongst children is crucial to a healthy, successful society. It is estimated that every dollar spent on early childhood development equals a minimum of \$3.00 in return to society.<sup>ii</sup>

Church Street Public School in Toronto is the Love of Reading pilot school and has witnessed tremendous results over the past three years. Through Love of Reading grants they have been able to create a total learning environment for students, including increasing the number and quality of books in their library and classrooms, subsidizing field trips, raising butterflies and lizards with students and arranging visits to the school by artists, scientists, ballet dancers and opera performers.

"Since becoming a Love of Reading school we've seen a positive and tangible difference in our students," said Dr. Judy Gillis, Principal of Church Street Public School. "We've been able to build a culture of literacy in our school. Students are learning more about the world, they've become excited about learning and reading and we've seen an upward trend in standardized test scores."

## INDIGO DONATES \$1.5 MILLION TO SCHOOLS ACROSS CANADA / 2

To be considered for a Love of Reading grant, schools must demonstrate that they are a high-needs institution and show a commitment to an environment where literacy is a main focus. Schools can apply for grants from the Love of Reading Fund by downloading an application at [www.chapters.indigo.ca/loveofreading](http://www.chapters.indigo.ca/loveofreading)

This year, 10 new high-needs schools will receive funding from the Love of Reading program. Four of these have a First Nations population exceeding 30% making aboriginal schools an area of special focus for the Indigo Love of Reading Fund. Schools selected to receive grants as part of the 2007 initiative include:

### **British Columbia**

- David Hoy Elementary School, Fort St. James
- Queen Alexandra Elementary School, Vancouver

### **Alberta**

- Holy Redeemer, Calgary

### **Saskatchewan**

- Pleasant Hill Community School, Saskatoon

### **Manitoba**

- Wellington School, Winnipeg

### **Ontario**

- Sir John A. Macdonald Elementary School, London
- Ogden Community School, Thunder Bay

### **New Brunswick**

- Burnt Church School, Burnt Church

### **Nova Scotia**

- Chiganois Elementary School, Masstown

### **North West Territories**

- Weledeh Catholic School, Yellowknife

## INDIGO DONATES \$1.5 MILLION TO SCHOOLS ACROSS CANADA / 3

### **How You Can Help**

In addition to the company's contribution, the Love of Reading Fund is supported year-round by the generosity of Indigo customers and employees through a variety of initiatives including donations in-store at Chapters, Indigo and Coles, and online at [chapters.indigo.ca/loveofreading](http://chapters.indigo.ca/loveofreading), the purchase of designated fundraising items, and the sale of Giftcard carriers. This June, customers will be able to add any donation to their purchase and receive a specially-designed Giftcard carrier in the shape of an apple, the perfect gift to demonstrate teacher appreciation at the end of a school year, as well as supporting a worthy cause.

### **About Indigo Books & Music Inc.**

Indigo is a Canadian company and the largest book retailer in Canada, operating bookstores in all provinces under the names Indigo Books Music & More, Chapters, The World's Biggest Bookstore and Coles. Indigo operates [chapters.indigo.ca](http://chapters.indigo.ca), an online retailer of books, music, videos, and DVDs. It is a publicly traded company listed on the Toronto Stock Exchange under the stock symbol IDG.

For the second year running, the Company qualified as one of Canada's Top 100 Employers in 2006 in a survey run by Mediacorp Canada. To learn more about Indigo, please visit the About Our Company section of [chapters.indigo.ca](http://chapters.indigo.ca).

-30-

Regional press releases and photos taken at the winning schools are available upon request.

See fact sheet for more information. If you are interested in coordinating an interview with an Indigo representative or a principal from one of the schools selected to receive a grant, please contact:

Suzanne Rappaport or Sandra D'Ambrosio  
Edelman Public Relations  
416-979-1120  
[Suzanne.Rappaport@edelman.com](mailto:Suzanne.Rappaport@edelman.com) or [Sandra.D'Ambrosio@edelman.com](mailto:Sandra.D'Ambrosio@edelman.com)

---

<sup>i</sup> Imagine Canada, Corporate Citizenship Commitment,  
[http://www.imaginecanada.ca/page.asp?corp\\_citizenship\\_commitment#give](http://www.imaginecanada.ca/page.asp?corp_citizenship_commitment#give)

<sup>ii</sup> Economist Van Der Gaag, Early Years Study 2: Putting Science into Action, by Hon. Margaret Norrie McCain, Fraser Mustard and Stuart Shanker, p.137