



**Indigo** love of reading foundation

# Adopt a School

Dear Parents/Guardians,

We are delighted to announce that our school has been adopted by **Coles Billings Bridge** to raise funds to buy books during September and October for our school library. The contact information for the store that adopted us is Coles Billings Bridge, 1769 Riverside Drive, in partnership with Prospero The Book Company.

**When:** The fundraising period is September 16 to October 8.

**What does this mean:** Coles Billings Bridge will ask customers if they would like to make a donation towards our school library when they make purchases as part of an in-store fundraising. As part of the Indigo Adopt a School program, the Foundation also hosts an online fundraising platform. 100% of the money donated to the Foundation by customers goes to our school to support our literacy initiatives. When we use those program funds to purchase books at Indigo, Chapters and Coles, we receive a 30% discount. Usually it is 20%.

**How can you help:** Please visit the Coles Billings Bridge store between these dates when you wish to make purchases. Advertise to family and friends. Think ahead and buy gifts for upcoming birthdays and Christmas.

Many of the students have made beautiful, unique bookmarks that will be given to customers as a thank you when they make a donation to our school.

In addition, there are three ways that you can support our school online at [adoptaschool.indigo.ca](http://adoptaschool.indigo.ca)

1. *Book Bonus:* For every two books you donate to Alta Vista online, the Love of Reading Foundation will donate a bonus book, up to 100 books!\*

2. *Tell a Story, Give a Story.* Every time you post a story to our Adopt a School profile, the Love of Reading Foundation will donate one book in support of our school library, up to 20 books!
3. *Adopt a School Story Contest:* “Heart” your favorite story to help a school for a chance to win\* big! The five most-loved stories in each province will be entered into a random draw for a chance to win a \$2,500 Indigo eGiftcard to purchase books for their adopted school. The remaining four top “hearted” schools in each province will win a \$500 Indigo eGiftcard to purchase books! Choose wisely because you only get one shot to “Heart” a story!

\* The Love of Reading Foundation values a book at \$10. To learn more, see our Program Overview and Contest Details pages.

We thank you for your anticipated support and contribution to this very worthy cause.

For further information, please see the website  
<https://adoptaschool.indigo.ca/eng/schools/1901>

Warm regards  
Karen Myrah  
Librarian