Bloomberg Employees Volunteer to Help our Kids Buy Their Very Own Books

During this past winter holiday season, our *My Open Book* kids from PS 57, received an extra treat from some very special volunteers from Bloomberg, the financial news and media corporation. Each third grade class at the school had the opportunity to shop for their books at the 86th Street Barnes & Noble bookstore accompanied by Bloomberg employees who helped them browse through the books to make sure they picked the ones that were just right for them.

Since over 75 Bloomberg volunteers participated in the program, almost every child was able to establish a one-to-one relationship with their own Bloomberg employee as they

made their terrific choices for books to take home.

After the shopping spree, the kids and the Bloomberg folks all hopped on the Lexington Avenue subway to 57th Street where they piled into the Bloomberg office building to enjoy some lunch, milk and cookies and a wonderful tour of the techno-fabulous Bloomberg offices.

The kids, of course, were thrilled over their bookstore and Bloomberg excursions, but it was also very interesting to watch the Bloomberg volunteers, most of them used to spending their days working under the demanding pressures of the financial world, shift gears to take the time to reach out to children who were just beginning their life's journey into the world of books.

It was best said by Ted Merz, one of the Bloomberg volunteers, "I just got back from the Barnes & Noble event where you help pick out books for kids. I have to say it was awesome. The best one I've ever done. The kids were amazing. It was fun and you definitely felt productive and needed."

Thanks again to the Bloomberg staff who made this remarkable trip possible. We are especially grateful for the fact that not only did Bloomberg participate in personally working with the students, the company made a donation that covered the cost of the books as well as an additional generous contribution allowing us to add more schools to our program.