



MY OWN BOOK FUND, Inc.

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FOR IMMEDIATE RELEASE

MY OWN BOOK FUND ANNOUNCES NEW STATUS

The *My Own Book* program is now officially an independent 501(c)(3) not-for-profit corporation, known as *My Own Book Fund, Inc.* The program, which supports child literacy and a love of reading among the most disadvantaged of New York City's public school children, had operated under the auspices of the *Fund for Public Schools*, the nonprofit partner to the New York City Department of Education, since its founding in 1999 by the Freeman-Harrison Family Foundation.

Starting as a small pilot program in one school in East Harlem with one volunteer, Burt Freeman, today *My Own Book* provides field trips for third-grade classes in all five boroughs to Barnes & Noble bookstores where each child is given an allowance of \$50 to purchase his or her very own books. For most of the students, this excursion is their first visit to a bookstore; the books purchased are the first they have owned and a significant encouragement to build their own home libraries.

The innovative *My Own Book* program has grown exponentially, so that in the 2011-12 school year, 75 volunteers organized 200 visits in 53 inner-city schools for 5000 kids who have purchased 35,000 books! Said founder Burt Freeman: "We've been very fortunate to have worked so closely with the *Fund for Public Schools* and are thrilled that this transition will enable *My Own Book* to expand our reach in getting books into the hands of children who most need them. The program's success is due to the efforts of dedicated teachers, principals, and volunteers, and we welcome the opportunity keep the momentum going." For more information about *My Own Book*, click here -- www.mobf.org.