



Books For Kids Abstract & Program Pictures (1995-Present)

The Books for Kids program was established in 1995. Project Flight’s mission is to have every child have a book and be able to read it at grade level, have children live in a literate environment, and that literacy will be an entrée out of poverty.

The Books for Kids Program with the theme “Give a book touch a life,” has donated 2,449,431 books to children in 2,577 schools and agencies and has created or contributed to 959 on-site libraries. This program addresses the Family Literacy childhood component. In 2016, the book drive provided 50,535 books to children served by 78 service agencies and schools. This program specifically addresses the need for children to read for meaning and interpretation, for literary response and expression, and for social interaction (NYS Standards 1, 2 & 4).



Golden Books and Project FLIGHT team up to encourage children to read at the Boulevard Mall:



National Promotion!

the BIG Little Golden Books read in

BOOK IT! **Pizza Hut**

On September 25, 1999, Golden Books will debut the first annual "Big Little Golden Books Read In" in New York City.

The "Big Little Golden Books Read In" is presented by the Pizza Hut® BOOK IT! Program. Local Read Ins will also be conducted at major retailers nationwide and with Pizza Hut restaurants.

The Read In will celebrate the fun and importance of reading to children and elevate awareness for family literacy utilizing Golden Books' strong brand name and its beloved characters: The Poky Little Puppy, Saggy Baggy Elephant, and Scuffy the Tugboat.

The event will be emceed by a major family-friendly celebrity. Other well-known personalities, sports stars, and politicians will be invited to participate. The celebrities will read stories and perform, costumed characters will greet the kids, and the Poky and Friends videos will be premiered. The Read In will unite entertainers and celebrities, while imparting the important message of instilling a love of reading in the hearts and minds of America's children.

Event Details

- Free admission for all kids and their families
- Every child in attendance will receive free copy of the bestselling children's book of all time—The Poky Little Puppy
- Jumbo screens will broadcast the show for all to see
- The event will attempt to set a world record for the largest number of children read to on a single day
- In April '99, Golden Books will announce the event, name the sponsors, and introduce the key celebrity spokesperson
- A countdown to the Read In will begin appearing on Golden Books' website and all corporate partners' sites
- National sponsors will help create awareness for the event

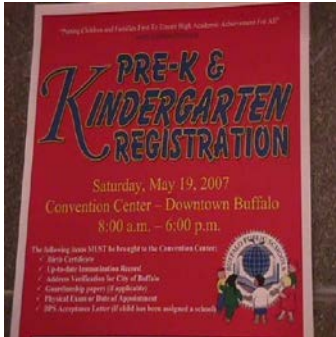
Golden Books will:

- Bring professionalism in a genre awareness for the event and the brand of Poky and Friends, video, and special merchandise
- Announce Read In at major retail and jumbo book stores
- Provide a 10-minute literary-based show with 45-minute pre-show interactive event at the U.S. Book Center at Hudson River Park, NY
- Coordinate Golden Books' in-market, chain, library and Pizza Hut restaurant nationwide
- Reach a substantial number of 1 million households in support of America's Promise, a 100-year national organization using public schools.

Poky and Friends **Golden Books** **BOOK IT!**



Recipient of a Large Books For Kids Donation-Pre K & Kindergarten Registration Day Kick-Off



The announcement for the Pre-K & Kindergarten Registration that was held at the Convention Center in downtown Buffalo.



Superintendent James Williams has amicable words with Project Flight Co-Director, Dr. Betty Cappella. Project Flight gave a generous donation of 1,000 books through the Books For Kids program to be distributed to the children at the Pre K & Kindergarten Registration Day event.



Harold Gardner, member of the Board of Regents, passionately addressed the audience at Waterfront school, stressing the importance of a good education.



Buffalo Public Schools Board President, Florence Johnson, in front of where the kick off was held, Waterfront Elementary School.



Superintendent James Williams takes the time to get to know some of the students at Waterfront School.



Books For Kids Abstract & Program Pictures

Books for Kids at the BookBank



A sample of new books that are destined to go into the hands of children.



(Center) WGRZ Channel 2 cameraman, David Harrington listens to Dr. Bard, Co-Director of Project Flight; speak of the importance of getting books into the hands of children. Left of Center: (L to R) Board Member Jean Fletcher, Dr. Betty Cappella, Co-Director of Project Flight and former Project Flight Board Member Cindy Sterner from the Buffalo News.



WGRZ Channel 2 cameraman, David Harrington listens to Dr. Bard, Co-Director of Project Flight; speak of the importance of literacy as a way out of poverty. If a child can read they can accomplish anything.



(L to R) Jan Liebner, TelecomPioneer volunteer, Rene Petties, NCCJ, and Deb Patti, *The Buffalo News*. Renee and Deb look on as a dedicated Project Flight volunteer organizes new books for future orders.



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WGRZ –Books for Kids Day at Wegmans



Dr. Betty Cappella and Dr. Geraldine Bard, Co-Directors pose with WGRZ anchors Mary Alice Demler and Scott Levin, two of our WGRZ emcees helping us raise donations for the 2009 Books For Kids Drive.



(L-R) Dr. Betty Cappella, Co-Director of Project Flight, WGRZ Anchorman, Kevin O’Neill, and Dr. Geraldine Bard, Co-Director of Project Flight.



Jim Toellner (Center), WGRZ-TV General Manager, holds a check from WGRZ that is being donated to the Book for Kids program. Mr. Toellner is accompanied by: (L to R) Mary Alice Demler, WGRZ anchorwoman, Cindy Sterner, The Buffalo News, Dr. Geraldine Bard, Co-Director of Project Flight and Scott Levin, anchorman for WGRZ.



(L-R) Bridget Quinn-Carey, Director of the B&ECPL, Mary Alice Demler, Anchorwoman for WGRZ and Dr. Betty Cappella, Co-Director of Project Flight.



Dr. Geraldine Bard, Co-Director of Project Flight, holds a multicultural book in her hand one of the special needs categories that is often lacking in supply in the Project Flight bookroom. Project Flight often relies on monetary donations to purchase such books. We are extremely happy (notice Dr. Bard’s smile) when people donate special needs books to Project Flight.



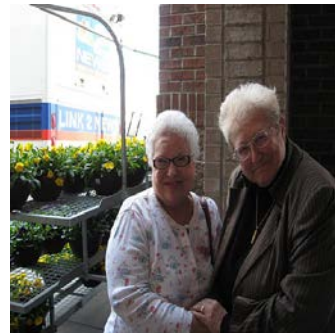
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Margaret Sullivan (L), Editor and Chief of *The Buffalo News* and Dr. Betty Cappella, Co-Director of Project Flight, discuss the important topic at hand, literacy.



A WGRZ cameraman takes a shot of the Buffalo News trucks that hold the donated books that are to be distributed to the Project Flight BookBank the following Monday.



(R) Dr. Betty Cappella, Co-Director of Project Flight, gives a warm thank you to a generous Western New Yorker.

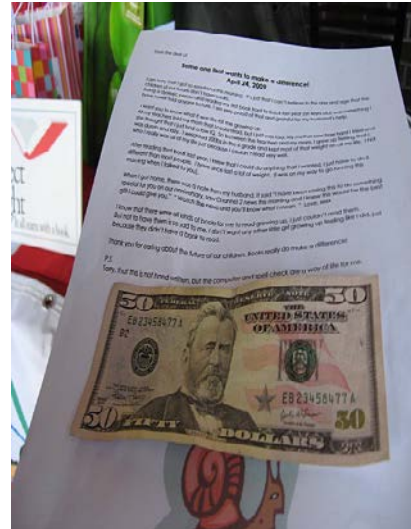


A Western New York United Teachers representative presents a check for \$500.00 to the Books For Kids drive on camera with WGRZ anchorman, Kevin O'Neill



Dr. Geraldine Bard, Co-Director of Project Flight, Grace Anzalone and her mother Margaret Sullivan, Editor and Vice-President of *The Buffalo News*. Grace chaired the high school coalition for Books for Kids, supervising donations from surrounding high schools in the Western New York area. Thank you Grace!

Books For Kids Abstract & Program Pictures



A young girl shows the Books for Kids bookmark that was passed out to those that donated books or money to the Books for Kids program. The bookmark simply but powerfully states, "Today I made a difference."

A sister and brother get into the spirit of giving.



A husband's treasured anniversary gift to his wife (a donation to Books for Kids), who just read her first book front to back at the age of 48 after over coming a learning disability. A generous gift from a woman speaking from experience, wishes every child the opportunity to be able to read.



This little guy shows Western New Yorkers that you are never too young to give to your community.

A young girl stops by to donate her books to other children in need in her community.



(L) Books for Sale WGRZ-Books For Kids Day at Wegmans. (R) Local author, Marilyn Foote donates several of her books to Books For Kids