In order to place books in the hands of as many Texas children as possible, during the event, our Meal Deal and combo loco offer our customers free children’s books with purchase of featured items. Additionally, we will continue to sponsor our Texas-Size Book Drive in each store with the goal of collecting 1 million books.

This year, we are inviting all Texas community organizations (with 501 (c)(3) designation) to participate in the Texas-Size Book Drive by hosting their own book drive and participating in our Read 3 Community Organization Book Drive Challenge. The winning organization in each of the five (5) identified H-E-B regions will be named the 2015 Read 3 Regional Book Drive Challenge Champion and receive a monetary award.
GROW YOUNG MINDS, READ 3 TIMES A WEEK

HERE’S HOW TO PARTICIPATE:

• Organizations will collect new and gently used children’s books between September 16th and September 29th. Books should be in good condition (no torn bindings, pages, or covers, no textbooks, no encyclopedias, no magazine or workbooks). Books that are appropriate for children ages 0-18 will be accepted.

• Organizations complete the Community Organization Book Drive Challenge form. Complete the form with full contact information and number of books noted. The form can be found on heb.com.

• Take the books to the nearest H-E-B. The store will validate on the form that they have received the books.

• Organizations will send the completed form and documentation of 501 (c)(3) status to the Partner Communications Department. The completed and verified form needs to be post marked by October 9th and received no later than October 19th.

• Winners will be determined based on total number of books donated.

PRIZES INCLUDE:

• One organization in each region will win a $1,000 check for their organization. They also will be honored with a banner for their organization proclaiming them: 2015 Read 3 Regional Book Drive Challenge Champion.

Your organization can help us re-distribute children’s books into Texas communities that desperately need them. Together we can provide Texas children with the chance to read 3 times a week and be better prepared for school and learning.