



Dear Texas Schools,

H-E-B is proud to celebrate National Literacy Month with our 4th annual total store Read 3 event from September 17th – September 30th. 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 customer 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.

For the second year, we are inviting all Texas schools to participate in the Texas-Size Book Drive by hosting their own book drive at their campus and participating in our **Read 3 School Book Drive Challenge**. The winning school in each of the five (5) identified H-E-B regions will be named the 2014 Read 3 Regional School Book Drive Challenge Champion and receive a monetary award.

To participate:

- **Schools will collect new and gently used children's books between September 17 and September 30.** 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.
- **Schools will complete the School Book Drive Challenge form.** Complete the form with full contact information and number of books noted. The form can be found at <http://www.heb.com/sectionpage/about-us/community/community-involvement/read3-help-grow-young-minds/sd30490037>.
- **Take the books to the H-E-B nearest the school.** The store will validate on the form that they have received the books.
- **Schools will send the completed form to Partner Communications Department.** The completed and verified form will be mailed to Partner Communications department, post marked by October 10th and received no later than October 24th.
- **Winners will be determined based on books per student donated.** The total number of books will be divided by total enrollment to determine the number of books per student donated.

Prizes include:

- **One school in each region will win a \$1000 check to be used toward supporting a literacy initiative/program on that campus.** They also will be honored with a banner for their school proclaiming them: *2014 Read 3 Regional School Book Drive Challenge Champion*.
- **Winning schools will also have the chance to honor the homeroom/class that collected the most books.** One class will receive a classroom set of H-E-B school supplies.

Your school 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.

We look forward to seeing who rises to the top on this **Read 3 School Book Drive Challenge**.

Sincerely,

Christa Carreño Aldrich

H-E-B Literacy Program Manager