



Contact: Jenna Meriwether
jenna.meriwether@sayl.org
210.299.1533 (office)
210.299.1550 (fax)
210.213.7616 (cell)

For Immediate Release
September 1, 2005

BUY A BOOK: SUPPORT YOUTH LITERACY

(San Antonio, TX) -- San Antonio Youth Literacy (SAYL) and Barnes & Noble Booksellers have teamed up to give San Antonians the opportunity to stock up on their fall reading and help a local non-profit all at the same time.

The Barnes & Noble Booksellers in the Northwoods Shopping Center at Highway 281 and Loop 1604 will sponsor a Bookfair for SAYL on September 17th and 18th. The Bookfair is an opportunity for an established literacy, arts, literary, or education non-profit to partner to raise money through in-store book sales by encouraging their constituencies to shop at Barnes & Noble during a designated time. The amount of the contribution to an organization is based on the purchases that its constituents make.

When customers present a SAYL Bookfair voucher on September 17th and 18th, SAYL will receive a percentage of the total net sales received from voucher purchases. Customers must present the voucher at the register for their purchases to count toward the Bookfair total. All merchandise sold at Barnes & Noble is eligible for the Bookfair

contribution no matter the form of payment. This includes books, music, magazines, café gift items, and all other merchandise. The purchase of gift cards, Barnes & Noble memberships, and café consumables is not included.

Barnes & Noble, Inc., a Fortune 500 company, is the world's largest bookseller, operating 821 stores in 50 states. Pioneers in the concept of the book superstore, Barnes & Noble combines a vast inventory selection in books, music, DVD and magazines with a comfortable ambiance. The Northwoods location is located at 18030 Highway 281 North, Suite 140.

San Antonio Youth Literacy was founded in 1984 by Harriet Marmon Helmle. Today its "Let's Read!" program offers children one-on-one tutoring with trained volunteers and is available in 28 schools and child-care facilities across the city. For more information about San Antonio Youth Literacy, its volunteer opportunities, or to make a donation, call (210) 299-1533.

#