

NEWS

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**Assistance League of St. Louis'
Books From Friends Literacy Program
Is First in Nation To
Partner With Barnes & Noble
To Create Custom Children's Book**

Book Debuts at Urban League Back To School EXPO

ST. LOUIS, MO: On Saturday, August 21st, from 12 - 3 P.M., Assistance League of St. Louis will provide St. Louis Public School children new customized children's books by Sara Lynne Reul - *ALLIE ALL ALONG*. This book will be one of several given to each St. Louis Public School child who attends the annual Urban League Back to School EXPO Drive-Through. The event is set for Urban League of Metropolitan St. Louis' headquarters-1480 North Kingshighway.

At the event, Assistance League's literacy program, *Books From Friends*, will also provide over 6,000 new books to the children. In 2020-21, *Books From Friends* distributed over 15,000 new books to St. Louis School Children.

ALLIE ALL ALONG, with an engaging set of illustrations and storyline, has important themes on family engagement. "The custom book enables Assistance League to communicate with children and their families and provides questions to think about as the book is read aloud," said Assistance League President Yolanda Perez-Cunningham. "The goal is to help children understand and process their feelings and to enhance social and emotional growth." A special page in the book allows the children to write their names, as owners and readers.

"Barnes & Noble has been an invaluable partner of Assistance League of St. Louis and shares a commitment to our community and to literacy," Perez-Cunningham added.

ABOUT ASSISTANCE LEAGUE OF ST. LOUIS. Assistance League of St. Louis is an all-volunteer group of nearly 500 volunteers. The organization’s mission is to identify, develop, fund and implement ongoing philanthropic programs to serve specific needs of children and adults in the St. Louis community. In 2020-2021 alone, Assistance League members and friends donated nearly 57,000 volunteer hours through six philanthropic programs, touching over 35,000 lives. Each program has a special focus from providing new school uniforms to shoes and socks and from personal care items for crisis shelters and books for aspiring readers. All funds raised are returned to the St. Louis community. Assistance League of St. Louis is an accredited charity of the Better Business Bureau, rated 100 out of 100 by Charity Navigator and has achieved a Platinum Transparency Rating from GuideStar.

