



Books-A-Million Assisting with Youth Literacy at Brantwood

Monday, November 23, 2015: Brantwood is partnering with Books-A-Million in The Shoppes at East Chase to support childhood literacy, a cause that Books-A-Million (BAM) has supported for quite some time in its communities.

From November 15th through December 19th, BAM will be holding a donation drive in its local store. Customers will be asked to purchase new books, toys and other wish list donations for the children of Brantwood Children's Home.

Childhood literacy is a cause that we are keenly aware that needs addressing. By the time our children come to our home, their views on education and the need for education is waning. One of the most basic issues with literacy is ensuring the availability of quality books and encouraging children to read books as a way of creative expression. Numerous studies over the last decade show that such strategies are vital for boosting low-income children's vocabularies, language development, sound awareness and letter recognition abilities—all building blocks for early literacy. According to National Center for Education Statistics data, only 20 percent of 4-year-olds in poverty can recognize all 26 letters, compared with 37 percent of their peers at or above the poverty level. By partnering with BAM, we hope to do our part in giving our children every tool possible to be successful.

Books-A-Million is one of the second largest book retailers in the nation. The Company presently operates more than 250 stores in 32 states and the District of Columbia. Its corporate office is located right up the road in Birmingham, AL.