



**For Immediate Release**  
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## **Barefoot Books brings Books to Africa**

Multi-cultural children's book publisher **Barefoot Books** and non-profit **Books For Africa (BFA)** are embarking on an innovative partnership to bring Barefoot Books into the hands of children in classrooms and libraries across Africa. Since 1988, BFA has shipped more than 20 million books to 44 African countries and, with growing awareness of their organization and cause, plans to ship millions more in the coming years. To help BFA achieve their goal this holiday season, Barefoot is offering its community the opportunity to purchase an African-themed title online at a dramatically reduced price which will be sent to a child in Africa. Six titles are available, including [We All Went on Safari: A Counting Journey Through Tanzania](#) and [Mama Panya's Pancakes: A Village Tale from Kenya](#).

Additionally, Barefoot is calling on their grassroots network of home-sellers to support BFA's mission, by selling beautiful African bookmarks for \$1 a piece, with proceeds going towards shipping costs for the books.

Barefoot Books CEO Nancy Traversy says, "*Barefoot is always looking to find like-minded partners who are making a difference in the lives of children all over the world. We are so excited to be working with Books for Africa and the entire Barefoot community to help bring books to the African children who so need them.*"

"*The beautiful books provided by Barefoot Books, which feature African themes, will be very exciting for our recipients in Africa to read,*" says Books For Africa Executive Director Patrick Plonski. "*We really appreciate this partnership with Barefoot Books which will provide high-quality books for us to send to children in Africa, and will also provide funds to help ship these books.*"

Barefoot Books is launching the Books for Africa campaign this holiday season and promoting it through 2009.

### **About Barefoot Books**

Barefoot Books is an international children's publisher dedicated to creating award-winning, beautiful books which celebrate imagination, diversity and creativity. Our pioneering and innovative business model wholeheartedly embraces today's social networking opportunities and focuses on establishing grassroots, viral communities with a global reach. Our audience is central to our business philosophy as is our willingness to redefine and reinvent the way in which stories and children come together.

Find out more at [www.barefootbooks.com](http://www.barefootbooks.com).

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### **About Books for Africa**

Books For Africa collects, sorts, ships and distributes books to children in Africa. Our goal: to end the book famine in Africa. Books donated by publishers, schools, libraries, individuals and organizations are sorted and packed by volunteers who carefully choose books that are age and subject appropriate. They are shipped in containers paid for by contributions from people like you. They are on once-empty library shelves, in classrooms in rural schools and in the hands of children who have never held a book before. Each book will be read over and over and over again. When the books arrive, they go to those who need them most: children who are hungry to read, hungry to learn, hungry to explore the world in ways that only books make possible. Find out more at [www.booksforafrica.org](http://www.booksforafrica.org)

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