

# Grow A Reader

## Pick A Flower. Buy A Book. Grow A Reader.

*There is only one book per 300 children in low-income neighborhoods, yet children living in upper - and middle - income areas have 13 books each.*



**Host our paper flower centerpieces during the month of May to promote reading and children's access to books through our virtual book drive!**

### Here's how the campaign works...

-  Restaurants receive online media toolkit, customized coupon promotion and possible media recognition.
-  Restaurants are encouraged to donate a portion of proceeds from a selected (high margin) menu item to further help young kids get books into their home.
-  Patrons "Pick A Flower" with a classic children's book on the front and follow the backside instructions on how to donate. Customers are welcome to keep their flower!
-  Restaurant staff who promote the campaign may be selected by our secret shoppers to receive a special surprise.