



Early Learning Coalition of Escambia County

For Immediate Release:
August 3, 2016

Contact: Vicki Nall Pugh
850.607.8547

Pensacola dd's DISCOUNTS Store Conducts Fundraiser To Provide New Books To Local Children

From August 6 – August 28, 2016 the Pensacola dd's DISCOUNTS store will collect donations to ensure that Early Learning Coalition of Escambia County has not just one, but many books to share with local children from low-income families. Customers will be encouraged to donate at dd's registers. One hundred percent of all donations collected will be used by the Early Learning Coalition to purchase brand new, high quality books from First Books.

dd's DISCOUNTS and their employees believe that reading is critical to a child's success in school and in life. Yet many preschools and afterschool programs serving kids in-need do not have adequate books for the children they serve. In 2015 the dd's DISCOUNTS fundraiser donated over 2,000 books to local children, and they hope to do even better this year.

The Pensacola dd's DISCOUNTS store is located at 3300 North Pace Boulevard.

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