

NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE RITZ GALA & SILENT/LIVE AUCTION

WILL YOU HELP BRIGHTEN A CHILDS FUTURE?

EDWARDSVILLE, IL. (April 17 2010) – The concerned citizens of Edwardsville have decided that now is the time to ask for the help of their neighboring residents in hopes to give what is needed to those that matter most, their children. For years parents have seen the result a lack of resources has had on a child's early school education, for they have only stood by and watched. With the support and encouragement of the community, this will no longer be an issue.

On Saturday April 17, The Ritz Gala will be hosting a fundraiser for the cause. All of the proceeds from the event will go to Books for Kids, a non-profit organization whose sole purpose is to put school supplies into the hands of less fortunate children. The collected money will be used to purchase new school supplies, including notebook, pens and pencils and computers and will then be presented to the children at Edwardsville local elementary school, Woodland Elementary.

The guest of honor of the night, Albert Pujols, first baseman from the St. Louis Cardinals, will be hosting the event and festivities for the evening which include a cocktail hour, dinner and dancing. Pujols was quoted saying "I just want to do my part. I remember being that age and not having everything my friends from different elementary schools had". The charitable ballplayer also shared with us his concern, as a father, of the scarcity of resources in children's schools.

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Books for Kids was founded in the Fall of 2004 by a woman by the name of Nancy Sharon. For six years Sharon has raised over \$50,000 in donations for the cause. "In our case a little bit goes a long way", says Sharon when asked how they were able to raise the money. Nancy is a mother of four, and like most mothers, knows all too well of the demands of school supplies these days. At Books for Kids just a little bit of giving brings a lot of smiling children that much closer to a well rounded education.