



FEARRINGTON VILLAGE
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FOR IMMEDIATE RELEASE

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REINDEER READER PROGRAM RETURNS TO MCINTYRE'S BOOKSTORE

Fearrington Village, NC – Due to its incredible success last year, McIntyre's Bookstore is launching its "Reindeer Readers" program for the second time this holiday season. Generous sponsors of the program provide a \$40 donation to supply an entire classroom of Chatham County elementary students with the gift of a new book this holiday season. In the true spirit of giving, McIntyre's Books hopes this program inspires community support and a love of reading.

"The gift of literacy is irreplaceable and benefits us all," says Bookstore Manager Keebe Fitch. "Sarah Carr, our children's book buyer, and I have been tinkering with the idea of how to get books into the hands of younger students in Chatham County. As Sarah always says, literacy is the best gift one can give."

Last year, the bookstore was able to provide more than 1200 kindergarten and first grade students with a book for the holidays. This year, the bookstore wants to offer book donations to the 1500 pre-kindergarten, kindergarten and first grade students in Chatham County. The bookstore is looking for classroom sponsors as well as volunteer wrappers to help prepare the book donations. Those interested in helping out or learning more should call McIntyre's Books at 919.542.3030.

About McIntyre's Books

McIntyre's Books, now celebrating its twenty eighth year, is one of the Southeast's most noted independent bookstores. The store carries over 30 reading categories, with particularly extensive sections in cooking, regional gardening, fiction, and mystery. McIntyre's is located eight miles south of Chapel Hill on U.S. 15-501 in Fearrington Village. Contact the bookstore by phone at 919.542.3030 or via email at books@fearrington.com. Visit www.mcintyresbooks.com to learn more, or follow the store on Facebook or Twitter.



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Pictured: McIntyre's Bookstore Children's Bookseller, Sarah Carr, distributing books to Chatham County School children

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