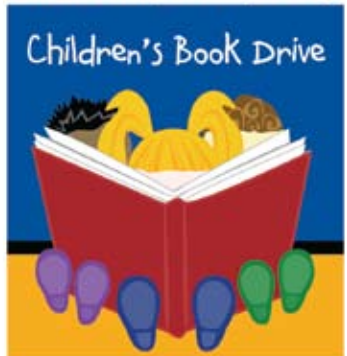


# get more BANG! for your



United Way of Tampa Bay

## BOOKS



For an inexpensive and convenient way to purchase quality children's books, go to [www.firstbook.org/unitedwaytampabay](http://www.firstbook.org/unitedwaytampabay)



Psychological Assessment Resources, Inc. (PAR) is returning as our Magical Wizard of Book Doubling!

An exciting component to this year's Book Drive: **First Book Marketplace** is offering an easy and convenient way to shop for books—online!

Employees in your workplace can make a tax-deductible donation of as little as \$20. This will buy 10 brand new, age-appropriate books.

First Book Marketplace is a non-profit organization that shares United Way's passion for putting books into the hands of children who need them. First Book has distributed more than 65 million books since 1992.

For the millions of children living below the poverty level in the United States today, growing up with books of their own is a dream rather than a reality. Most recent data describes a profound, even shocking gap: while the ratio of books to children in middle-income neighborhoods is approximately 13 books per child, the ratio in low-income neighborhoods is one book per 300 children.

## MAGICAL WIZARD OF BOOK DOUBLING

During the first week of the Book Drive, **July 27 to August 2**, PAR will match all workplace donations (to a total of \$10,000)! This **DOUBLES** the number of books you donate. The books are shipped directly to United Way of Tampa Bay for distribution to area children. Just like magic!

Order your books for the United Way of Tampa Bay Children's Book Drive through First Book Marketplace at [www.firstbook.org/unitedwaytampabay](http://www.firstbook.org/unitedwaytampabay). It's quick. It's easy. And you can **DOUBLE** your book contribution between July 27 and August 2, 2009!

[www.unitedwaytampabay.org/bookdrive](http://www.unitedwaytampabay.org/bookdrive)

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