



Milk + Bookies to Launch First Annual Bookies Bravo Award

*Nationwide Charitable Organization That Inspires Children To Give Back Using Books As Its Currency, Creates the **Bookies Bravo Award** to Easily Identify and Promote Books That Reinforce the Message of Altruism.*

January 2013, Los Angeles: To coincide with the Milk + Bookies 4th Annual Story Time Celebration on March 10, 2013, Milk + Bookies is launching the Bookies Bravo Award to books that reinforce the message of giving. The first recipient of the Bookies Bravo Award will be Mimi & Maty to the Rescue and each family at the event will receive a copy of the inaugural award-winning book to take home.

Milk + Bookies strives daily to create "future philanthropists" out of the younger generation. The program exposes children to how great it feels to HELP, SHARE, GIVE and just generally BE KIND, while thinking of others. There are a lot of wonderful picture books available but it is hard to find one that also teaches a lesson of kindness. In this hectic world, parents, grandparents and teachers don't have time to read every book on the children's section shelves. Milk + Bookies created the Bookies Bravo Award to easily identify and promote books that reinforce the message of altruism that is at the core of the organization's mission. The Bookies Bravo Award will recognize six titles a year and will partner with the publishers so that they will bear the sticker identifying them as an official selection.

In a world filled with cola companies advertising to children, "single shooter" video games and cyber bullies, Milk + Bookies felt there was a need for something meaningful that families could trust. The Bookies Bravo Award designated books will ensure that curling up and reading bedtime stories with your children will make that time even more special.

In honor of the launch of the First Annual Bookies Bravo Award, Milk + Bookies is excited to partner with LA Parent Magazine to host a giveaway of a Milk + Bookies prize basket. The basket will be filled with wonderful items including a limited edition Milk + Bookies Marc Jacobs Backpack, a copy of Mimi & Maty to the Rescue signed by the author and a Bookies Box for a 25 person party. The giveaway will go live online and in print on February 25, 2013.

About Milk + Bookies:

Milk + Bookies is a nationwide charitable organization that inspires children to give back, using books as its currency. It was founded in 2004 by Meredith Alexander, a mother of two sons who resides in Los Angeles. In 2009, Heidi Lindelof and Laura Zimmerman, also L.A. based moms, joined Meredith as founding board members to help Milk + Bookies grow, all the while maintaining its core mission.

At Milk + Bookies events, boys and girls are provided the opportunity to select, purchase and inscribe books that are then donated to their peers who do not have access to books of their own. The fun-filled events feature music, story time and, of course, milk and cookies. Milk + Bookies combines two essential and worthwhile efforts: literacy promotion and service learning. While the book donations are imperative to their mission, just as important is instilling the seed of giving into each host and their young guests, sparking feelings of importance, self-confidence and the desire to give again and again. For more information, please visit www.milkandbookies.org, like us on Facebook <https://www.facebook.com/Milk-and-Bookies> and follow us on twitter @milkandbookies.

Media Contact: Malloy & Co., alex@alexandramalloy.com, 917.340.3754

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