

Books For Africa

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TWIN CITIES' BOOKS FOR AFRICA TEAMS WITH BETTER WORLD BOOKS TO FIGHT FOR GLOBAL LITERACY

ST. PAUL, Minn. (August 2008) – Finding the right business partnerships is an important step in any company's strategy and no one knows this better than a nonprofit organization. St. Paul-based Books For Africa has teamed up with Better World Books to reach millions of new people...and dollars. The perfect synergy combines both organizations' mission to end the book famine in Africa.

Books For Africa is the world's largest shipper of donated English language text books to the African continent. In addition to relying on the donation of books, Books For Africa needs to ship them. Enter Better World Books.

Better World Books collects unwanted textbooks and library discards from more than 1,000 libraries and 1,600 college campuses across the U.S. and Canada in support of non-profit literacy programs. The books it collects are passed on to its partners or sold online to create a sustainable stream of funding that enables these organizations to further their mission. These funds have helped pay for containers to ship books to Africa.

"This partnership fits like a glove," said Pat Plonski, executive director for Books For Africa. "We both share the same objectives and working together has resulted in efforts that have stretched far beyond what we could have expected."

"Better World Books was founded with a strong social mission," said Xavier Helgesen, Better World Books co-founder. "We operate our website book sales like other online bookstores, but what sets us apart is how we leverage the proceeds for social good. Support for Books for Africa, as well as our other nonprofit partners, is built into the business model. It's what we call the cost of doing good."

Better World Books has not only donated more than one million books to Books For Africa, it also shares revenues with the organization. Since forming a partnership in 2003, Better World Books has provided more than \$1.2 million in cash support to Books For Africa, and raised more than \$4.4 million overall.

During the 2007/2008 fiscal year, the Better World Books Fund has helped ship over 22 containers totaling 720,000 books valued at more than \$5 million to 13 African countries.

About Better World Books

Better World Books (www.BetterWorld.com) is a for-profit social enterprise that collects and sells books online to fund literacy initiatives worldwide. With more than two million new and used titles in stock, Better World Books is a self-sustaining, triple-bottom-line company that balances the social, economic and environmental values of its stakeholders. Since its founding in 2003, the Mishawaka, Ind.-based company has raised \$4.5 million for its non-profit literacy, library and college partners; diverted more than 7,000 tons of books from landfills; achieved 2,500 tons of carbon offsets through carbon-neutral shipping, and created more than 160 full-time jobs with meaningful benefits.

