



**For immediate release**

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**BOOK HARVEST TO HOST 10TH ANNUAL DREAM BIG BOOK DRIVE  
AT DURHAM CENTRAL PARK ON MLK DAY**

**Jan. 5, 2021, Durham, NC** – Book Harvest kicks off its second decade with its 10th annual Dream Big Book Drive and Community Celebration on the afternoon of Martin Luther King Jr. Day – Monday, Jan. 18. A newly designed, contactless drive-through celebration of kids and books, the 2021 Dream Big celebration will take place from noon to 4 p.m. at Durham Central Park.

Community members are invited to bring donations of new and gently used children’s books to Dream Big, where popular children’s book characters will be on hand to cheer on attendees as they drive up and to help unload their book donations. All donated books will be provided to children in Durham and beyond through Book Harvest’s many programs. All attendees will also enjoy free, new string backpacks full of children’s books to take home and keep forever.

A special invitation to attend the 2021 Dream Big Book Drive will be extended to the community at noon on Monday, Jan.18 when the “Dream Big 2021 News Special” will be released, livestreaming on [Book Harvest’s Facebook page](#) and [website](#). This 25-minute, heartwarming program casts local children as newscasters reporting on their love of books and interviewing Book Harvest’s many supporters and fans. Watch a sneak peek of the broadcast [here](#).

To date, 107 book drive captains throughout the Triangle have signed up to run Dream Big book drives in their neighborhoods, schools, workplaces, congregations, and civic groups, in order to honor Dr. King’s legacy as part of a National Day of Service that President-Elect Biden says is “an opportunity for all Americans to unite and serve at a time when the global pandemic calls on all of us to work together and support our communities.” Learn more about these book drives and sign up at <https://bookharvest.org/get-involved/run-a-book-drive/>.

More than 42,000 new and gently used children's books were collected at Book Harvest's 2020 Dream Big Book Drive and Community Celebration. Those books were part of the more than 1.4 million books children have harvested since Book Harvest's founding in 2011.

"Dream Big is a sensational opportunity to celebrate Dr. King and participate in our National Day of Service – and to make a real difference in the lives and imaginations of our community's kids," said Book Harvest's Founder and Executive Director Ginger Young. "While we are sad that we cannot gather together for this celebration of kids and books – as we have for the past nine years – we are thrilled that our community is coming together at this extraordinary time. Together, we can keep learning alive with books and help realize our vision of a world in which reading, learning, and access to information are considered rights, not privileges, so that all children can thrive."

Book Harvest's 2021 Dream Big sponsors include Hendrick Subaru Southpoint, Scholastic, and United Way of the Greater Triangle. More than 50 additional sponsors have signed on in support of the organization's big dreams of books in the home of every child. See the full list [here](#).

#### **About Book Harvest:**

Book Harvest provides an abundance of books and ongoing literacy support to families and their children from birth and serves as a model for communities committed to ensuring that children are lifelong readers and learners. Since our founding in 2011, we have provided more than 1.4 million books to children in central North Carolina and beyond. Learn more at [www.bookharvest.org](http://www.bookharvest.org).

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