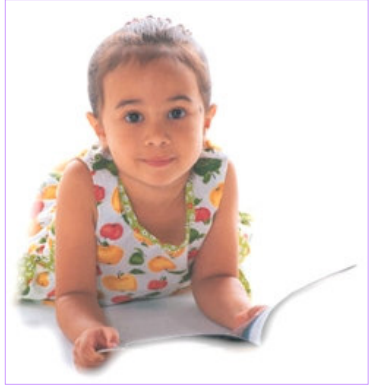




magazine publishers family literacy project

MagazineLiteracy.org

Kids Magazine Airlift™ - Feeding Children Hungry to Read



The Mission

The mission of The Kids Magazine Airlift™ is to marshal vast consumer, business and magazine industry resources and resolve to rebuild children's lives by delivering wonderful magazines to underprivileged kids in school, library, shelter, mentoring, and other community literacy programs.

The Imperative

At some point each year, over a million underprivileged kids spend time in homeless or domestic violence shelters, after-school enrichment, mentoring, and other community programs. The children often arrive with no possessions and little spirit. There they find literacy agents passionate about feeding kids hungry to read.

The Plan

It takes an industry to reach a child.

The Kids Magazine Airlift is a unique national literacy program that works like a holiday food drive at a grocery store, but feeds kids hungry to read. Consumers shopping for gift magazines at web sites of participating publishers for their own children can also purchase a gift that will be sent to a school or shelter to help other children. The Magazine Publishers Family Literacy Project matches the much-needed gift subscriptions to schools, shelters, mentoring programs, and other community literacy programs that serve underprivileged children and families.



The channels already exist at publisher web sites for consumers to purchase gift subscriptions to their favorite magazines for children they know. The **Kids Magazine Airlift™** extends these logistics so consumers and businesses can easily purchase magazine subscriptions for community literacy programs serving other children in need.

Children's Magazine Publishers – set-up web site links to channel consumers to their Kids Magazine Airlift gift purchase web pages; promote the Kids Magazine Airlift on web site and in magazines – write stories about successes; promote in PSA display ads, gift sub bind-ins and blow-ins; cross-promote; fulfill the magazines.



Consumers and Businesses – purchase the gift magazine subscriptions at the publisher web sites.

MagazineLiteracy.org – spotlight the Kids Magazine Airlift as a national model; post links on web site to channel consumers to publisher web sites; qualify recipient literacy programs; collect mailing addresses for subs.

About MagazineLiteracy.org – Feeding Kids Hungry to Read

The Magazine Publishers Family Literacy Project (<http://MagazineLiteracy.org/>) helps kids learn to read and build their self-esteem by organizing collaborative magazine industry, business and community partnerships that provide much needed magazines to schools, and community literacy programs. The project strives to unleash the awesome potential of children's magazines as a powerful literacy resource for kids and families.