



“Give Back at Buy Back” Launched at Georgian College *Georgian Stores Supports Literacy and Book Reuse*

What: Georgian Stores announces it will take **all** used books brought to the store in support of their Give Back at Buy Back program. This program is designed to capture books that do not have a buy back value and use them to help fund and donate to literacy initiatives chosen by Georgian Stores. Books unable to be sold back are placed in a Give Back collection bin located outside all store locations.

This innovative initiative aligns with and supports broader sustainability efforts at colleges and promotes literacy through education. Per the EPA, 2 billion pounds of books wind up in landfill every year. Even campuses with robust recycling programs are missing out on a huge opportunity to increase waste diversion rates on their campus by incorporating book return and recycling programs. “Unlike many bookstores who turn away books they cannot buy back, we’ve embraced this innovative program that lets us take all books,” says Kim Stubbs, General Manager.

The Give Back program provides a solution to finding new homes for many books that might otherwise end up discarded. In addition to helping students feel good about the positive impact of their book returns, this program helps track the pounds of books Georgian College diverts from landfill, the number of trees saved through book reuse, and number of books donated to nonprofit organizations as well as the portion of funds raised for literacy.

Georgian Stores’ partner, Better World Books helps support the Give Back program. They work with campus bookstores, libraries, recyclers and sustainability offices to help green their campuses, one book at a time, while generating funding for nonprofit literacy programs.

Give Back at Buy Back helps Georgian Stores raise money for the Give where you live—family matters campaign. This campaign was developed to directly support students facing a variety of financial challenges while attending college. This includes The Food Locker, awards and scholarships, and an emergency assistance fund.

When: Give Back books can be brought in on an ongoing basis.

Where: Drop box is available outside of all Bear Essentials locations in Barrie, Orillia and Owen Sound.

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ABOUT GEORGIAN STORES

Georgian Stores carries many of the essentials you need to succeed with your studies and more! We are comprised of 3 physical locations called Bear Essentials in Barrie, Orillia and Owen Sound and our online store - www.georgianstores.com which also services campuses in Muskoka, South Georgian Bay, Midland and Orangeville campuses.

ABOUT BETTER WORLD BOOKS

Better World Books (www.BetterWorldBooks.com) is a for-profit social enterprise and a global e-retailer providing products and information to socially conscious consumers. Better World Books collects and sells new and used books online matching each purchase with a donation, book for book, and with each sale generating funds for literacy initiatives in the U.S. and around the world. Since its founding in 2003, the Atlanta, GA and Mishawaka, IN-based company has raised over \$14 million for libraries and literacy, donated over 8 million books; re-used or recycled over 100 million books and achieved 37,000 tons of carbon offsets through carbon balanced shipping.