

PPL, Barnes & Noble team up to help young readers succeed

Proceeds from April 1-2 book fairs and online purchases April 1-7 to provide books for kids

PPL Corporation



Allentown, Pa. (March 27, 2017) – PPL will host book fairs at participating Barnes & Noble locations April 1-2 as part of the company's Cover to Cover initiative to share the joy of reading and help children sharpen their reading skills over the summer.

Mention Cover to Cover when you check out April 1-2 at participating Barnes & Noble bookstores and a portion of the proceeds will help put books in the hands of children in grades K-3 who might not otherwise have books to read over the summer. Better yet: Purchase a book for a young child and donate it directly to Cover to Cover at participating stores.

Can't make it to the book fair April 1-2? Support the cause by shopping online from April 1-7 at www.BN.com/bookfairs and applying book fair ID # 12099271 to your purchase.

With your help, PPL plans to once again put 25,000 books into the hands of students throughout the regions we serve. Your support helps to keep these students from falling behind in school. Moreover, it allows them to discover the joy that books can bring.

Beauty and the Beast storytime for kids

During the book fair, all Barnes & Noble locations will host a special Beauty and the Beast storytime at 11 a.m. April 1. Kids of all ages are invited to sing favorite songs from the movie soundtrack and participate in other fun activities. Attendees will receive a mini-poster and bookmark while supplies last.

Participating Barnes & Noble Book Fair locations

- Bethlehem/Easton: Southmont Center, 4445 Southmont Way, Easton
- Camp Hill: 58 South 32nd Street
- Center Valley: 2960 Center Valley Parkway, Suite 742
- Lancaster: Red Rose Commons, 1700 H Fruitvale Pike
- Wilkes-Barre: The Arena Hub, 421 Arena Hub Plaza
- Whitehall: Lehigh Valley Mall, 801 Lehigh Lifestyle Center

About the PPL Foundation

Through strategic relationships, the PPL Foundation supports organizations that are doing innovative and groundbreaking work to create vital, sustainable communities and empowering each citizen to fulfill her or his potential. Since its inception in 2015, the PPL Foundation has contributed more than \$4 million to a wide variety of nonprofit organizations in north and central Pennsylvania.

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