With every eligible book you buy between January 11 and March 31, 2019, Disney will donate a new book to First Book (up to a maximum of 1,000,000 books across all of Disney's 2019 Magic of Storytelling book donation promotions). First Book is a non-profit organization providing new free and affordable books to educators who serve kids in need.

For more information about First Book, go to FirstBook.org.

Eligible Books

Disney, Pixar, Lucasfilm and Marvel-branded books from these publishers:

Disney Editions · Disney Press · Disney Lucasfilm Press · Marvel Press

Abrams · Crayola · Dark Horse Comics · Del Rey · Houghton Mifflin Harcourt · Lerner

Penguin Random House · pi kids · Random House Children's Books · fun studio International · Scholastic · vtech

---

Buy eligible books from the following retailers to unlock donations!

amazon.com · Barnes & Noble