



# MAGIC of STORYTELLING

UP TO

# 1,000,000

books will be donated by Disney to First Book. First Book is a non-profit organization providing new free and affordable books to educators who serve kids in need.



## A TALL ORDER

If placed end-to-end along a road, this line of books would stretch more than 105 miles.\*\*

## A WEIGHTY PROPOSITION

If put on a (really big) scale these 1M books would weigh more than 200 tons.\*

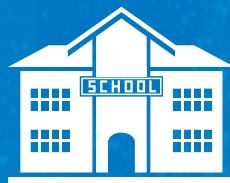


## GOT SOME TIME?

If one person attempted to read all 1M books it would take him or her more than 300 years.\*\*\*

# 10,000

More than 10,000 classrooms/programs will receive new books as part of the campaign.



We work with educators in needy schools, early childhood programs, after-school initiatives, clinics, shelters, libraries, hospitals, and other local efforts.



## BUT IT ALL COMES DOWN TO ONE BOOK ONE CHILD

The real magic of storytelling depends on one child connecting with one book that might change their lives.

\*Uses an Elephant and Piggy book weighing 6.4 ounces as an "average" book. The average is probably heavier.

\*\*Uses an Elephant and Piggy book with a length of 6.7 inches as an "average" book. The average is probably longer.

\*\*\*This ASSUMES 500,000 picture books at 20 minutes per book and 500,000 chapter books at 5 hours per book. These numbers are conservative

