

Brooke Hanson trades in her green and gold swimmers for the Little Learners' Literacy Fund!

A new initiative, called **Little Learners' Literacy Fund** has been launched by Borders and The Smith Family. The Fund aims to maximise disadvantaged Aussie kids' choices in life, and help them reach their full potential through education. The Fund's ambassador is swimming champion and author, Brooke Hanson.

Borders will kick start the campaign with \$50,000 going towards education scholarships for 150 disadvantaged primary school students. Borders employees will also have the opportunity to personally contribute to the Little Learners' Literacy Fund through a workplace giving scheme. Borders and The Smith Family are also inviting the public to donate to the Fund to increase the number of students that can be supported.

Borders MD, John Campradt says, "At Borders we want every Aussie child to have equal access to education opportunities. Literacy skills are an absolute essential for all Australians. We have teamed up with The Smith Family to raise funds for financially disadvantaged kids so they can get the most out of their education."

John Campradt said the partnership with swimming sensation Brooke Hanson was very important. "We are all very excited to have someone as passionate as Brooke involved with the Little Learners' Literacy Fund, as she is determined to make a difference".

Brooke retired from the pool late last year and has been writing her autobiography "When Silver is Gold" since. "Throughout my swimming career I was always striving to be the best I could and refused to ever give in. I am thrilled to be supporting this Fund which will help disadvantaged Aussie kids realise their own hopes and dreams," Brooke said.

Borders will be running daily kids activities in all stores throughout Australia in the July school holidays including story times and kid's events where the whole community is invited to participate!

Paul Henderson, The Smith Family's Acting Chief Executive Officer thanked Borders for their financial commitment and support: "The Smith Family currently supports more than 27,000 kids through our *Learning for Life* suite of programs. We are focused on education as a long term solution to break the cycle of disadvantage".

"Thanks to Borders' financial commitment we will be able to support at least another 150 primary school students from low income families and help them to realise their potential through education."

The gap between lower and higher income families is substantial, and the type of education a child receives often correlates to the financial capacity of their parents. The lower a family's income, the greater proportion of it is taken up by the weekly costs of supporting a child.* This means that low income families have less disposable income to go towards education expenses such as books, literacy support programs and other essentials to support their child at school.

About donations to the Little Learners' Literacy Fund

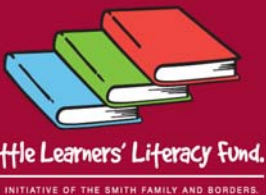
All donations to the Little Learners' Literacy Fund will go directly to The Smith Family's *Learning for Life* program providing the financial assistance for educational needs such as books, school uniforms, literacy skills development and other personal support programs.

For details on Borders in-store kids activities & the Little Learners' Literacy Fund please see attached document or visit www.borders.com.au

For further information and interview opportunities please contact:

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*Honey I Calculated the Kids' AMP.NATSEM Income and Wealth Report Issue 18, December 2007



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Borders Kid's Month in-store activities:

Andy Griffiths:

Reading and kids book signings

Where: Borders Chadstone Shopping Centre
When: Thursday 10th July 2008
Time: 11am – 12pm

Where: Borders Highpoint Shopping Centre
When: Friday 11th July 2008
Time: 11am – 12pm

In-store Kids Activities

Borders have arranged various activities and giveaways scheduled around storytime, details of which are as follows:

Tuesday and Thursday: 10:30am to 11:30am & 2:00pm to 3:00pm
Saturdays and Sundays: 11:00am to 12:00pm

Activities will include magic demonstrations, themed days, crafts, colouring, games and giveaways.

Details of Borders Kids Month activities will be regularly updated on their official website.

For further information , regular updates, store locations and contact details please visit www.borders.com.au