



PRESS RELEASE

NORTH SHORE BANK

FOR RELEASE: IMMEDIATELY

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North Shore Bank Donates Jeans Day Dollars to Bowditch School in Salem

PEABODY, MA — (www.northshore-bank.com) Representatives from North Shore Bank recently stopped by the Nathaniel Bowditch Elementary School in Salem to present Principal Rebecca Westlake with a check for \$1,150 for the school's Book Trust initiative. The proceeds of this donation were raised by Bank employees as part of their weekly "Jeans Day" program. Each month, employees choose a local non-profit organization, and in exchange for \$5 a week, they are allowed to wear jeans on Fridays. The accumulated funds are then donated to the chosen organization at the end of each month.

Salem Public School and the Bowditch School has teamed up with Book Trust, a national nonprofit literacy organization based in Denver, who will serve 243 students in grades K -3 this fall by providing funds for each student to choose and buy up to three books per month during the school year. The books are theirs to take home and share with their families, increasing family engagement in reading and supporting literacy.

Book Trust revolves around the sad fact that there are thousands of children in America who would like nothing better than to read, but have no books. Research demonstrates that in low-income areas in the United States, there is just one book for every 300 children, compared to middle-income families who, on average, have 13 books for every child. This disparity is a significant factor in the reading gap between children from low-income and middle income families.

Book Trust's focus on book choice and ownership is no accident. Studies show that children are much more likely to read books that they choose, and having books at home brings proven benefits. Over a school year, the percentage of Book Trust students reading at grade level jumps from 31 percent to 59 percent.

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With the Book Trust program, over the course of a school year, each student builds a home library of up to 30 books. They read these books for the joy in class, independently, and each night with their families.

Diane Ayers, North Shore Bank's Assistant Vice President and Salem Branch Sales and Service Manager said:

"When we heard of the Book Trust program coming to the Bowditch School, as a community bank it's hard not to step up and help defray some of the costs involved." She continued, "Now, the children can experience the joy of owning their own books."

According to Rebecca Westlake, Principal of the Nathaniel Bowditch Elementary School:

"Bowditch students are avid readers and are so excited to take advantage of the Book Trust program." She went on to say, "We are grateful to the employees at North Shore Bank for their generosity in joining us to support growing lifelong readers and learners at Bowditch."

About Book Trust

Book Trust empowers kids from low-income families to choose and buy their own books. Every month through the school year, their students select two to three new books – and get to keep each one! Book Trust believes that every child deserves an opportunity to fall in love with reading – and they make it happen. Each year, Book Trust grows and helps more students. Funded entirely by generous donations, in 2017 they will deliver 1.2 million books to 50,000 kids in 19 states. That's a big number, but there are always more children needing their support. To help provide children in low-income families with books of their own, please visit www.booktrust.org. For more information about Salem Public Schools, visit www.salem.k12.ma.us.

About North Shore Bank

North Shore Bank is a full-service community bank based in Peabody, Massachusetts and serving the personal and business banking needs of the North Shore, eastern Massachusetts and southern New Hampshire. Established in 1888, the bank operates out of twelve area offices, located in Beverly, Danvers, Merrimac, Middleton, Peabody, Salem, Saugus and Newton, New Hampshire.

Photo Caption



Representatives from North Shore Bank recently stopped by the Nathaniel Bowditch Elementary School in Salem to present a check for \$1,150 for the school's Book Trust initiative. Pictured above with the Bowditch School 4th Grade Vikings is (top row left to right) Diane Ayers, North Shore Bank Assistant Vice President and Salem Branch Sales and Service Manager, Rebecca Westlake, Nathaniel Bowditch Elementary School Principal, and Liz White, North Shore Bank Vice President and Retail Sales Manager