

FOR IMMEDIATE RELEASE

BOOK TRUST TEAMS UP WITH MORGAN STANLEY FOR EAGLES FOR IMPACT CHALLENGE

At THE PLAYERS Championship, Every Eagle Will Help Kids Fall in Love with Reading

Denver, CO – Book Trust has been selected as the Charity Partner of Morgan Stanley's Eagles for Impact Challenge, a program where for each eagle made throughout THE PLAYERS Championship, Morgan Stanley will make a donation to Book Trust, in order to help foster the love of reading in elementary school children in need across the country.

Morgan Stanley will donate \$5,000 to Book Trust for every eagle made, up to \$250,000, with the goal of providing students in 100 classrooms around the U.S. with access to 75,000 books. For more than 50 years, Morgan Stanley has been committed to providing children with the basic building blocks for a healthy future, and will be tracking eagles made this week at THE PLAYERS Stadium Course at TPC Sawgrass in Ponte Vedra Beach, Florida.

Justin Rose, who with wife Kate has been a longtime supporter of Book Trust in Florida, returns this week as Player Ambassador for the Eagles for Impact Challenge. "One of the reasons I'm so proud to be a Brand Ambassador for Morgan Stanley is the firm's strong and continuous commitment to giving back. My wife Kate and I are passionate about the impact books have had on our children, and we're so excited to help promote Morgan Stanley's support of young readers and greater access to books they'll cherish. THE PLAYERS Championship is the most prestigious event on the PGA TOUR, and charitable initiatives like Morgan Stanley's Eagles for Impact Challenge make it even more special."

"This is a tremendously exciting opportunity for Book Trust," said Amy Friedman, CEO and President of Book Trust, a national literacy nonprofit headquartered in Denver, CO. "There are 16 million children living in poverty in the US, and we can help many more of them fall in love with reading and become lifelong readers and learners by raising awareness with a national audience. We're grateful for the commitment of partners like Morgan Stanley who not only make generous gifts, but who also have a culture of giving back at the local level."

Morgan Stanley employees around the country will also be doing their part in support of Book Trust, by volunteering at Book Trust events, providing children with the opportunity to choose, love, and own their own books, building home libraries of up to thirty books each school year.

During THE PLAYERS, Morgan Stanley employees will be a part of a Feed the Read celebration with 3rd graders at Mayport Elementary in Jacksonville, FL, handing out books and reading with students. More Feed the Read celebrations with Morgan Stanley employees are planned for the 2018-2019 school year around the country.

THE PLAYERS will air Thursday through Sunday on Golf Channel from 1-7 p.m. and Saturday and Sunday on NBC from 2-7 p.m. Visit www.booktrust.org or www.MorganStanley.com/EagleUp to learn more and follow along on social media using #EagleUp.

Book Trust is a national 501(c)(3) nonprofit organization whose mission is to empower children from low-income families to choose and own books, inspiring a passion for reading that leads to cultivating increased literacy skills and life-long learning. Since 2001, Book Trust has facilitated over 6 million book choices, and placed them in the hands of students in need. Learn more at www.booktrust.org.

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