

FOR IMMEDIATE RELEASE

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BOOK TRUST TEAMS UP WITH MORGAN STANLEY FOR EAGLES FOR IMPACT CHALLENGE FOR THE SECOND YEAR IN A ROW

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

Denver, CO – Book Trust has been selected once again as the charity partner of Morgan Stanley's Eagles for Impact Challenge. For each eagle made throughout THE PLAYERS Championship, Morgan Stanley will make a donation to Book Trust in order to help foster a love of reading in elementary school children across the country. Book Trust will also be featured as the PGA TOUR's "Charity of the Day" on Friday, March 15.

"Building upon the success of the 2018 challenge, where we donated over 96,000 books to students across the country, we are excited to return as a Proud Partner of THE PLAYERS with year three of the Eagles for Impact Challenge," said Audrey Choi, Chief Marketing Officer and Chief Sustainability Officer, Morgan Stanley. "At Morgan Stanley, we are committed to giving back in the local communities where we live and work and are excited to celebrate great play at THE PLAYERS this year by providing children in need with the opportunity to choose, own and love their own books."

Through the Eagles for Impact program, Morgan Stanley will donate 1,500 books to Book Trust for every eagle made, with the goal of providing 75,000 books to students from Title 1 schools throughout the U.S. 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 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."

“We are grateful and excited to be returning for a second year as Morgan Stanley’s Eagles for Impact charity partner at THE PLAYERS Championship,” said Book Trust President and CEO Tiffany Kuehner. “Reading is a critical foundation for students’ future learning, and we share Morgan Stanley’s commitment to providing all children with the tools necessary for a bright and healthy future. It’s partners like Morgan Stanley and the Kate & Justin Rose Foundation who make our work each day possible and who inspire others to become involved. Together, we are making a meaningful and lasting impact. On behalf of all our Book Trust students and their families, we thank you.”

Morgan Stanley employees around the country have also been doing their part to support Book Trust throughout the past year by volunteering at Book Trust participating schools, and providing children with the opportunity to choose, love, and own their own books, building home libraries of 20-25 books each school year. Morgan Stanley volunteers have participated in six “Feed the Read” book celebrations in Colorado, Florida, Texas and New York.

THE PLAYERS will air Thursday and Friday 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.

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About Book Trust

Headquartered in Denver, CO, Book Trust is a national early literacy 501(c)3 non-profit organization that helps elementary school children with little or no access to books fall in love with reading and become lifelong learners. With Book Trust, students learn the power of choice and pride of ownership, motivating them to succeed. Book Trust believes that when children have access to books, we create a world in which literacy removes barriers and provides children the tools to navigate life successfully, bridging the opportunity gap. Since 2001, Book Trust has facilitated over 6 million book choices, and placed them in the hands of students in need. In the 2018-2019 school year, Book Trust will serve more than 57,000 elementary school students in 21 states. For more information, visit www.booktrust.org.

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