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Citrus a real literacy litmus test

Campaign raises more than \$1,400

BY CORNELIA NAYLOR, THE TIMES JUNE 7, 2012

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A downtown shopper strolls past the Book Man's Citrus-y Literacy window display.

Photograph by: Cornelia Naylor , TIMES

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Local residents supported the Chilliwack Book Man's Citrus-y Literacy campaign with zest over the last three weeks, donating almost \$1,400 toward local literacy programs.

Launched May 23, the fundraiser urged people to give \$2, \$5 or \$10 for the chance to stick a paper orange in the store's window with a message of their choice.

"Hundreds of paper oranges formed an overwhelming grove in our front window," said Book Man co-owner Amber Short, who came up with the campaign. "Inspiring quotes about books, names of favourite authors, names of favourite characters from books, family names and pet names were just some of the ways that people personalized their paper oranges."

One man personalized \$60 worth of oranges.

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Short said the store is considering establishing the fundraiser as an annual event for the Chilliwack Learning Community Society, which runs literacy programs in the city.

"By privatizing funding streams they will be left more secure in a time of ever increasing budgetary cuts," said Short.

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