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Freshly squeezed campaign

'Citrus-y Literacy' fundraiser set to 'juice up' a worthwhile cause

BY CORNELIA NAYLOR, THE TIMES MAY 24, 2012

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Book Man co-owner Amber Short sits in her store's window display promoting Citrus-y Literacy, a fundraiser for local literacy programs.

Photograph by: Cornelia Naylor , TIMES

Orange you glad you can read?

If you are, the Chilliwack Book Man is inviting you to celebrate by donating \$2, \$5 or \$10 to the Chilliwack Learning Community Society (CLCS) and sticking a personalized paper orange on its downtown store window.

It's all part of a May 23 to June 5 fundraising campaign organizers have dubbed Citrus-y Literacy.

"I liked the rhyming," said Book Man co-owner Amber Short, explaining the name.

Short said she decided the store needed to help "juice up" funding for the CLCS because she hadn't seen any other fundraising initiatives for the non-profit literacy organization anywhere else in the community.

"I think it's definitely a worthwhile cause," she said.

CLCS officials, meanwhile, couldn't be happier about the campaign.

"We're over-the-top thrilled," said literacy outreach co-ordinator Debbie Denault, "partly because Amber gets literacy, partly because she's a passionate business owner in the community who is willing to put in the time and effort required to do some fundraising."

Programs funded by community groups and local businesses tend to last longer, according to Denault, because they're less vulnerable to changes in government.

Her organization, the CLCS, was founded in 1990 to promote literacy and lifelong learning in Chilliwack and now runs programs for adults, youth and young families.

One example is the Read While You Wait project, which sees bins of books placed in businesses like laundromats to encourage adults and their children to read together while they wait.



Funds from campaigns like Citrusy Literacy help to keep such programs going, said Denault.

To get involved, visit the Book Man before June 5 and add a paper orange to the store's growing display. "Our goal is to have an entire orange grove dominating our front window," said Short.

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