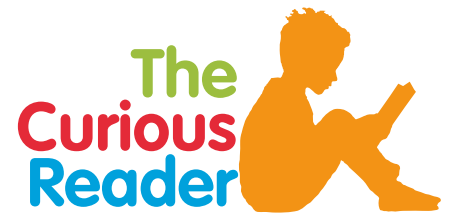


The Curious Reader
229 Rock Road
Glen Rock, NJ 07452
201.444.1918
www.thecuriousreaderbooks.com
info@thecuriousreaderbooks.com



Dear HSA President:

We would like to introduce you to **The Curious Reader**, a new children's bookstore in Glen Rock at 229 Rock Road (under the bright orange awning). If you haven't already stopped by, please do so. The store is a joint father-daughter effort between Sally (whom you may know from her years at the old bookstore down the street) and Jim (current Ridgewood Board of Education member and formerly President of the Ridgewood Education Foundation).

The Curious Reader was carefully designed with kids in mind: we wanted to create a space that was memorable and fun for children while at the same time offering a range of well-known classics and overlooked gems. Simultaneously, we aim to provide parents and teachers with a well-organized resource to help finding the right book simple with our one-of-a-kind Leveled Reading Library.

HSA FUNDRAISING PARTNERSHIP The Never Ending Book Fair

We want to invite your Home & School Association to join us in what we believe is an easy way to increase the number of books in your school while saving your members money. Our program, called **The Never Ending Book Fair**, is very simple.

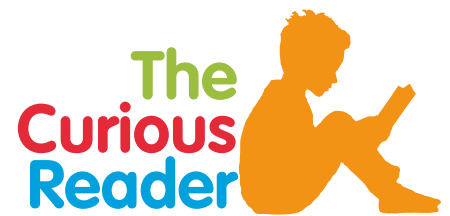
- When making a purchase, the customer lets us know that they are from your school
- The customer will receive a 5% discount on that purchase
- We will also deposit 10% of the net amount of that purchase into a "bank" created exclusively for your school's HSA
- Your HSA can then direct how it wants to have the school spend the money from the bank in our store
- Teachers and staff making purchases with the bank for classroom and library purposes receive a 10% discount from our retail price

We will perform all the record keeping; the HSA's only responsibility is to tell us how you want the schools to use the bank.

To get started, we ask your HSA leadership to stop in and establish the school's account, at which time you can tell us how you would like to use the resources created by this program. We will also provide you with marketing materials to publicize this unique opportunity with your membership (the more people know about the program, the more money generated for your bank!). It is our hope that **The Never Ending Book Fair** will become a valuable partnership between **The Curious Reader**, your members, and our schools.

Chris Lutz, manager
chris@thecuriousreaderbooks.com

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District: _____

School: _____

Principal: _____

Name of HSA: _____

HSA President: Name: _____

Address: _____

Telephone: _____

Cell Phone: _____

Email Address: _____

1st Contact: Name: _____

Position within HSA: _____

Address: _____

Telephone: _____

Cell Phone: _____

Email Address: _____

2nd Contact: Name: _____

Position within HSA: _____

Address: _____

Telephone: _____

Cell Phone: _____

Email Address: _____

Plans for use of "bank": _____

Date: _____