



**Passports with Purpose 2016 Annual Fundraiser Now Open
From November 8 – 18, 2015 Each \$10 Raised Benefits Worldreader's Kenya E-Reader Project**

SEATTLE, November 8, 2015 – Passports with Purpose, the annual travel blogger's fundraiser, is now open to receive donations for Worldreader on www.passportswithpurpose.org. From November 8, 2015 at 8:59 pm PT to November 18, 2015 at 8:59 pm PT, for each \$10 donated, eligible donors will be entered to win a prize of their choice. All funds raised go to Worldreader. Past prizes have included vacation packages, electronics, travel gear and other amazing travel experiences.

All the Passports with Purpose prizes are catalogued on the [Donate](#) page. Donations for multiple prizes and multiple \$10 increments are acceptable. On November 22, 2015 winners will be randomly selected and notified for each prize. [Travel bloggers](#) from around the world use the power of social media and their blogs to spread the word about the fundraiser and work with companies to secure prizes. Follow the conversation online with the hashtags #PwP and #BooksforKenya.

Building off a successful Bill & Melinda Gates Foundation-funded pilot for the use of e-readers in libraries in Kenya, the funds raised from Passports with Purpose (PwP) for Worldreader will bring digital reading to an additional five libraries in western Kenya. Each library will receive 50 Kindle e-readers, comprising of English and Swahili fiction and non-fiction for all ages, as well as Kenyan textbooks – providing an estimated 6,250 children, teachers and parents with access to more than 50,000 books.

Worldreader's mission is simple: to use simple, inexpensive technology, engage authors publishers and teachers, and get books to kids in the world's poorest countries so that they unlock the potential of millions. For more on their impact on e-readers in Kenya, [visit](#) the PwP blog, where Worldreader president and co-founder David Risher shares how the presence of e-readers led to an average increase of 178% in monthly library visits and 84% of patrons reported reading more with the devices.

Prizes range from hotel stays and travel gear to gift certificates and electronics. An alternative gift this holiday season, donors can gift his or her prize, or make a donation in someone's name. Sample prizes include:

- Two-night weekend stay to Four Seasons Hotel Los Angeles at Beverly Hills from Whiskey, Tango, Globetrot
- 30-minute Flytographer Photography Shoot from Live, Do, Grow
- Mindshift Gear rotation 180 Travel Away 22L Backpack from The Carey Adventures
- \$200 Amazon Gift Card from Ireland Family Vacations
- 100,000 AAdvantage miles from taxsamurai
- Four-day, three-night stay in Yucatan for a family, plus Chichen Itza tour from All Over the Map
- GoPro HERO4 Black from The Vacation Gals
- Two-night weekend stay in the Library Hotel (New York) from Gypsy Nester

For a full list of prizes and to donate to Passports with Purpose, visit www.passportswithpurpose.com/donate.

About Passports with Purpose

Passports with Purpose, a volunteer-run fundraising non-profit, fills the need to do long-lasting good for people in the places travelers visit by uniting an online community and leveraging the social media platforms of hundreds of bloggers around the world. The online travel bloggers fundraiser occurs during a two-week period in December. Since 2008, over USD \$410,000 has been raised for various non-profit organizations, from Water.org and buildOn to Sustainable Harvest International and Room to Read. PwP was recognized by *Travel + Leisure*® magazine with a Social Media in Travel + TourismSM Awards (SMITTY) for "Best Use of Social Media by an Independent Journalist/Blogger." For more information

about Passports with Purpose visit, www.PassportswithPurpose.org, www.Facebook.com/PassportswithPurpose or www.Twitter.com/PassportPurpose.

About Worldreader

Worldreader is a global non-profit that uses technology to bring digital books to every child and her family, so they can improve their lives. In its first five years, Worldreader has reached 2.2 million readers in 50 countries with a digital library of 15,000 local and international e-books via e-readers and mobile phones, and plans to reach 15 million readers by 2018. Founded in 2010 by former Microsoft and Amazon executive David Risher, and former Marketing Director at Barcelona's ESADE Business School Colin McElwee, Worldreader works with device manufacturers, local and international publishers, governments, education officials, and local communities to bring books to all. For more information on Worldreader, please visit www.worldreader.org.

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