

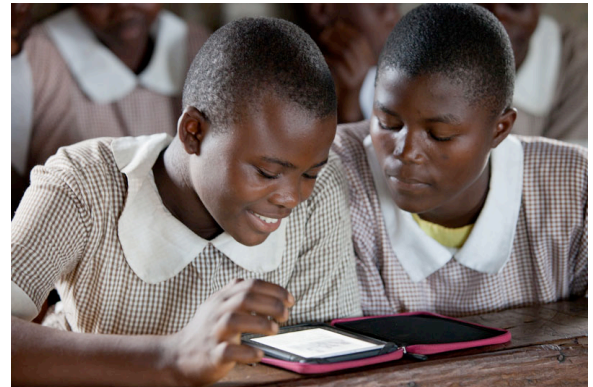


**Passports with Purpose Selects Worldreader as Beneficiary of Annual Travel Bloggers Fundraiser**  
*Each \$10 raised helps one more child #LEAPintoReading with e-readers*

**SEATTLE, May 5, 2015** – Passports with Purpose announces Worldreader as the 2015 beneficiary of the annual travel blogging community fundraiser. Worldreader, a global non-profit headquartered in San Francisco, is about books, technology, reading and literacy. Their mission is to unlock the potential of millions of people through the use of digital books in places where access to reading materials is very limited.

"Digital reading has been shown to increase library patronage threefold, highlighting the relevance of libraries in the information age," said Zev Lowe, Senior Director of Research, Worldreader. "We're immensely grateful to Passports with Purpose and its community of travel bloggers for helping us expand our work through libraries in Kenya, which will benefit entire communities by allowing them to access life-changing information."

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.



"The travel blogging community, through Passports with Purpose, has demonstrated its commitment to education and global literacy by building schools and libraries in the past. This project with Worldreader is especially exciting because it introduces the vital component of technology into the complex equation of access and opportunity," said Mara Gorman, PwP board member. "We're thrilled to bring books in both English and indigenous languages to children and adults in Kenya and to provide a platform for the acquisition of more electronic texts in the future."

Literacy is transformative and it increases earning potential, decreases inequality, improves health outcomes and breaks the cycle of poverty. Books are necessary for the development of reading skills, and yet 50% of schools in Africa have few or no books at all. Many of the digital books are free, and thanks to special agreements with publishers, none of the books for purchase cost more than \$1. Once a digital reading program has begun, librarians will be able to request additional books at an affordable and sustainable cost. The Worldreader e-reading program also includes comprehensive training for the librarians, as well as a field-tested and proven solar solution that will keep the e-readers charged if electricity is scarce.

In support of such a wonderful cause, organizations that wish to donate prizes or become sponsors can contact Passports with Purpose at [info@passportswithpurpose.org](mailto:info@passportswithpurpose.org). Additionally, Passports with Purpose invites all travel bloggers to join and [sign up](#) on the site to receive more information about the program and procure prizes.

When a blogger writes about PwP and the prize on their blog, along with promotions in social media and among their network of contacts, they are helping spread awareness for the charity and the prize and inviting people to donate. Past prizes have included vacation packages, electronics, travel gear, and other amazing travel experiences.

In its eighth year, the online fundraiser will begin on November 8, 2015 at 11:59pm EST and end on November 18, 2015 at 11:59pm EST on Passports with Purpose's [homepage](#). For each \$10 donated, eligible donors will be entered to win a prize of their choice. After the fundraiser ends, a winner is randomly selected for each prize. All funds raised go to Worldreader.

### **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 + Tourism<sup>SM</sup> Awards (SMITTY) for "Best Use of Social Media by an Independent Journalist/Blogger." For more information about Passports with Purpose visit, [www.PassportswithPurpose.org](http://www.PassportswithPurpose.org), [www.Facebook.com/PassportswithPurpose](http://www.Facebook.com/PassportswithPurpose) or [www.Twitter.com/PassportPurpose](http://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](http://www.worldreader.org).

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