



## Media Advisory

### ***It Takes a Child* chosen as one of Canada's favourite children's books for 2010**

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**Toronto, ON (July 19, 2010)** – Me to We Books' *It Takes a Child*, written by New York Times bestselling author and founder of Free The Children, Craig Kielburger, was recognized in the Canadian Children's Book Centre's annual selection of *Best Books for Kids & Teens 2010*.

An expert panel of educators, booksellers, school and public librarians from across the country chose *It Takes a Child*, from hundreds of books, for inclusion into its annual *Best Books for Kids & Teens* because of its engaging narrative and illustrations.

"We are delighted that *It Takes a Child* was selected for inclusion in Best Books for Kids & Teens 2010," says Meghan Howe, Library Coordinator at the Canadian Children's Book Centre. "In recent years we have seen an increase in the number of books published in Canada on the topic of youth activism. Through reading these books, young readers will take away with them the notion that they can make a difference in the world."

*It Takes a Child* looks back at Kielburger's start as he takes global action against child exploitation. Young readers follow along on an eye-opening journey through South Asia, learning about global poverty and child labour.

#### **About Me to We Books**

Me to We Books shares stories that transform your life and the world around you. Our award-winning and bestselling collection includes inspiring non-fiction and biographies, curriculum for teachers and how-to guides that you'll pick up time and time again. Me to We books appeal to a wide audience and connect readers to the latest thinking, stories, trends and issues in social responsibility. Readers aren't just purchasing a book; they're becoming part of a movement.

#### **About the BUY A BOOK, GIVE A BOOK Campaign**

Me to We Books' Buy a Book, Give a Book promise ensures that for every Me to We book purchased, a notebook or textbook will be given to a child in a developing country. It's that simple. Learn more at: [www.metowe.com/shop/buygive/](http://www.metowe.com/shop/buygive/).

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