



## **GREEN READS CROWD FUNDING CAMPAIGN SUPPORTING LOCAL LIBRARIES**

Green Reads Incorporated will be launching a crowd funding campaign to build the first 15 beta used book vending machines on April 14, 2014. Each of these beta machines will be used to support a Canadian library by creating a sustainable revenue source for their programming. The campaign is hoping to raise \$75,000 (\$5000 per machine), and will run from April 14 to May 19, 2014.

### **About the Green Reads machines:**

Green Reads machines are used book vending machines invented by local Barrie resident, Dana Clarke. The prototype Green Reads vending machine has been in test at the Barrie downtown bus terminal (24 Maple Avenue) since January 21, 2014.

Green Reads vending machines reduce the carbon footprint of a book by reselling it in the most environmentally-friendly way possible – using no electricity and local servicing. The machines offer libraries, charities, and book retailers a sustainable method to easily collect and sell used books in a wide variety of community locations where people need quiet entertainment at a good price, such as transit stations, hospitals, and community centres.

Green Reads machines are unique because they are:

- **GREEN** - require no electricity and are designed to be managed locally
- **FLEXIBLE** - can be placed inside or outside and can dispense a wide range of book sizes from paperbacks to hardcovers for just \$2 per book.
- **SUSTAINABLE** – meet all accessibility design standards for Canada/USA and have an integrated donation box that accepts donated books safely and securely
- **MADE IN CANADA** – made in Abbotsford, BC and managed from Barrie, ON

### **About the crowd funding campaign:**

Green Reads is seeking \$75,000 in funding to support the first beta production run of machines. In exchange for the public's support, owner Dana Clarke has promised that none of the crowd-funded machines will be sold – they will all be designated for donation to Canadian libraries and non-profits. Clarke explains why - "I think it is great that platforms like Indiegogo exist to allow the general public to contribute to projects for small businesses, non-profits and the arts. Donating the machines from our campaign to libraries and non-profits lets me pay this public support forward."

Two of the machines are designated for a pilot at the two Barrie GO train stations and revenue from book sales will support the Barrie Public Library. "Mayor Lehman and Metrolinx have been very supportive of the pilot project," says Clarke. "And other local libraries have jumped on board to be Beta Buddies." The following libraries have signed up to be Beta Buddies (libraries with sub-campaigns for funding for a machine) at launch – Barrie Central Collegiate, King Township Public Library, Nantyr Shores Secondary School, Newmarket Public Library and Vaughan Public Libraries. Interested members of the public can contribute to the Green Reads campaign on Indiegogo.com (<http://igg.me/at/greenreads/x/6303604>) starting at just \$10 (the price of one new book), or they can choose to support a Green Reads machine for a specific library or non-profit. In addition, library supporters from other communities will have the opportunity to nominate their local library for a Green Reads campaign for \$100 by choosing the perk category "BETA BUDDY Nomination" or to purchase a machine for their library or non-profit for \$5000 by choosing the perk category "Charity Angel".

For more information, please contact Dana Clarke at 705-790-8099, [dana@greenreads.ca](mailto:dana@greenreads.ca), [@greenreadsinc](http://www.greenreads.ca) or visit our website at [www.greenreads.ca](http://www.greenreads.ca). Green Reads Incorporated is a registered member of 1% for the Planet, supporting Tree Canada.