

Feed kids' minds, not their cavities.
Give brain candy.



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FOR IMMEDIATE RELEASE

Halloween Movement to Give “Brain Candy” Is Expanding

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Books for Treats, the movement to provide trick-or-treaters with a candy-free option at Halloween, has expanded its South Bay book distribution events.

- ❑ Oct. 25, Friday, 5:00-7:00 – Campbell downtown, corner of Campbell Ave. and First Streets. Sponsored by the Campbell Rotary.
- ❑ Oct. 30, Wed., 4:00-6:00 -- Alum Rock Youth Center, 137 N White Rd., San Jose. Dist. 5 Councilmember Campos will be in attendance. Sponsored by the Alum Rock Educational Foundation, Alum Rock Union Elementary School District, the Boys and Girls Clubs of Silicon Valley, District 5 United, and Youth Connections Foundation of San Jose.
- ❑ Oct. 31, Thurs. – 10:00-5:00 -- Children’s Discovery Museum, 180 Woz Way, San Jose. Sponsored by the Children’s Discovery Museum.
- ❑ Oct. 31, Thurs.. 11-12:30 and 3-4:30 – Willow Glen downtown. Morning is for Kindergartners and younger; afternoon for 1-6 grade kids. Dist. 6 Councilmember Pierluigi Oliverio will be in attendance. Garden Theater, 1165 Lincoln Ave., San Jose. Sponsored by Books For Treats.

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What is Books For Treats?

Books For Treats encourages individuals and communities to give gently read children's books at Halloween. Their motto is "Feeds kids' minds, not their cavities. Give brain candy." With increasing childhood diabetes and obesity, it's a fun and healthy way for kids to get a different kind of treat.

Communities and individuals across North America are hosting Books For Treats events.

The Books For Treats website, www.BooksForTreats.org, has free downloadable step-by-step kits to help both individuals and communities set up Books For Treats.



Children's
Discovery
Museum
of San Jose