

Having books to read – at home and in the classroom – is the number one predictor of reading success. But the reality for millions of children from low-income families is that books are an unaffordable luxury. Without books, and the intervention of great programs and schools, these children are at risk of falling behind in the classroom, the workforce and beyond.

That's why the Department of Housing and Urban Development (HUD) would like to introduce you to [First Book](#) to help you get brand new, age-appropriate free or low-cost books for the kids you serve. [First Book](#) is an international nonprofit social enterprise that provides access to new books and educational resources for programs and classrooms working with kids from low-income families.

There are two great opportunities available to you, and one is a **limited-time funding opportunity**:

1. [First Book](#) is offering a limited-time funding opportunity to help you get free and low-cost new books that celebrate the diversity and richness of Latino culture and heritage in the U.S.

First Book has a great new [Latino culture collection](#) of books on the First Book Marketplace. This expertly curated selection features hundreds of books written by Latino authors and illustrators, full of characters and storylines that reflect the U.S. Latino experience. Don't miss out! **This opportunity is available on a first-come, first-serve basis through March 21, 2014.**

Just follow these easy steps:

**Step 1:** [Click here](#) to sign up with First Book – its free and takes only minutes.

**Step 2:** Visit the First Book Marketplace and fill your shopping cart with our amazing [Latino Culture and Heritage Collection of 50 Books for Elementary School](#), or select \$200 in your choice of books from [the Latino Culture category](#).

**Step 3:** Apply code **HUDlibros** at checkout and watch your balance drop from \$200 to FREE!

**OPTIONAL Step 4:** First Book will double your budget for books— for FREE! First Book will match every \$200 you spend with \$200 more to spend on books from the [Latino Culture category](#) (up to \$400). This means you can get \$800 in books for just \$400! Just use promo code **HUDlatino**.

2. If you don't have a need for Latino culture books, once you complete Step 1 above, you will have immediate and ongoing access to free books through the [First Book National Book Bank](#), and low-cost books through the [First Book Marketplace](#). Anyone working with kids in need can sign up, and everyone in your organization can register. You can use these books for anything--local resident meetings, book fairs, community events, and yes, the annual HUD Father's Day event!

If you have questions, please contact the First Book Help Team by calling (866) READ-NOW or emailing [help@firstbook.org](mailto:help@firstbook.org). Please also feel free to share the two attached flyers with your service providers. Finally, if you'd like to contact First Book to explore additional partnership opportunities, please contact Ms. Shannon Burke-Kranzberg whose contact information is listed below.