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826michigan Benefits from Local Businesses' Generosity
Online Bookseller Books By Chance &
Communications Firm SilverTree Marketing
Contribute in Innovative Ways

FOR IMMEDIATE RELEASE February 8, 2008, ANN ARBOR, Mich.—826michigan, an Ann Arbor nonprofit dedicated to helping students improve their creative and expository writing skills received significant contributions lately thanks to the creative thinking and generous spirit of local business owners.

SilverTree Marketing President Michelle Lange said, "Our business is built on supporting education initiatives, so making an ongoing commitment to 826michigan was an easy decision. Their creative energy and passion for writing are evident in both the astounding grow of the organization and the impact they're having on young writers."

Ann Arbor-based online consignment bookseller Books By Chance (www.booksbychance.com <<http://www.booksbychance.com>>) donates a portion of all of its profits to Ann Arbor educational and environmental charities, including 826michigan. In addition, consignment clients may choose to donate 1%-100% of their proceeds to the charities the company's owners choose.

According to John Weise of Books By Chance, "I am very impressed with 826michigan and glad to give support. Our community is very generous with their books and our service enables and maximizes that generosity. We have tapped the vast online marketplace to support local nonprofits. This is just the start. All we need is more books."

SilverTree (www.silvertreemarketing.com <<http://www.silvertreemarketing.com>>) is a marketing and communications firm focused on helping schools, foundations and nonprofit organizations connect with their communities. Through research, strategic planning, development of a brand identity, marketing collateral, websites and other marketing tools, SilverTree works with clients to uncover their true story. SilverTree's commitment to 826michigan is to contribute 5% of their net revenue on a quarterly basis.

826michigan's programs for stud'ents are offered totally free of charge, and the organization survives by receiving generous donations at all levels from businesses, foundations and individuals.

For more information about 826michigan's academic and literary arts programs, visit www.826michigan.org <<http://www.826michigan.org>> .

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826michigan is a non-profit organization dedicated to supporting students aged six to eighteen with their creative and expository writing skills, and to helping teachers inspire their students to write. Our services are structured around our belief that great leaps in learning can happen with one-on-one attention and that strong writing skills are fundamental to future success. For more information, visit www.826michigan.org.

