



The American Booksellers Foundation for Free Expression (ABFFE), the bookseller’s voice in the fight against censorship, is pleased to announce a new and easy way to support free speech in bookstores. Sell the FREADOM Book Sense Gift Card! The gift card and matching presenter feature a wonderful illustration by Roger Roth from the book, *The American Story: 100 True Tales from American History* (0375812563/978-0375812569). Last year, in our first test of the FREADOM card, booksellers sold 3,210 cards, raising \$8,550 for ABFFE.

Here's how it works. ABFFE will provide the cards for free--covering the cost of the card, the matching presenter, and the 50 cents per card transaction fee—in return for a donation of 10 per cent of the gift card sale. All other Book Sense Gift Card program fees apply. Booksellers will pay to add their logo (if desired) and pay for shipping and handling. In order to receive the complimentary cards from ABFFE, booksellers must have a signed Book Sense Gift Card program agreement on file with ABA and must reserve cards in advance. ABA will handle the accounting, tracking the sale of the cards, deducting the donation, and transferring the funds to ABFFE at a specific date to be determined in 2008.

The FREADOM gift card will be a popular item all year long, but it is particularly timely during the weeks leading up to Banned Books Week (September 29 - October 6). The FREADOM cards make great gifts for students, teachers, librarians, and anyone concerned about censorship and threats to reader privacy like the Patriot Act. **In order to deliver your cards in time for Banned Books Week, we need to take reservations now to insure that we will have enough stock on hand. If you want to reserve FREADOM cards, we must hear from you by the close of business on Wednesday, June 27.**

Please complete fill out the information below and fax to ABA: 914-591-2724 or email ABA’s Jill Perlstein at jill@bookweb.org with your request.

Thanks to Chip Gibson, Ruth Liebmann, and Random House Children’s Books for making the FREADOM card possible.

And thank YOU for supporting ABFFE!

Chris

Christopher Finan, president
 ABFFE
 (212) 587-4025 (office)
 (917) 509-0340 (cell)
 (212) 587-2436 (fax)
 chris@abffe.com
 www.abffe.com

Store Name _____
 Address _____
 City, State, Zip _____
 Ordered by _____
 Phone _____
 Email _____

- Please ship:
- 100 Generic FREADOM Cards and presenters
 - 250 Imprinted FREADOM Cards and presenters
 - Contact me. I need a larger quantity or I’d like to share a generic order of 100 with other stores.

NOTE: In exchange for free cards, presenters and transactions fees, you agree to donate 10% of the sale of the FREADOM card to ABFFE at a date to be determined in 2008. Increments and all other Book Sense Gift Card program costs apply.