



The American Booksellers Foundation for Free Expression (ABFFE), the bookseller's voice in the fight against censorship, is pleased to announce an easy way to support free speech in bookstores. Sell the **FREADOM** 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*. In our first test of the **FREADOM** card during Banned Books Week 2007, booksellers sold 3,210 cards, raising \$8,550 for ABFFE. In our second year, booksellers raised more than \$11,000.

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% of the gift card sale and increments. All other ABA Gift Card program fees apply. Booksellers will pay to add their logo (if desired, cost \$47.50) and pay for shipping and handling. In order to receive the complimentary cards from ABFFE, booksellers must have a signed ABA Gift Card program (formerly 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 2009.

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 27 - October 4). 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 ensure 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 Friday, June 27.**

Please fill out the information below and fax to ABA: (914) 373-6674, or e-mail 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

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Store Name _____

Address _____

City, State, Zip _____

Ordered by _____

Phone _____

Email _____

Please ship:

- 100 Generic **FREADOM** Cards and presenters (s&h extra)
- 250 Imprinted **FREADOM** Cards and presenters (imprint fee, s&h extra)
- Contact me. I need a larger quantity **or** I'd like to share a generic order of 100 with another store.

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 2009. Increments and all other Book Sense Gift Card program costs apply.