

FOR IMMEDIATE RELEASE

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Community-Focused Independent Bookstore in Madison Celebrates First Anniversary, Continues Social Mission



Madison, Wisconsin, United States of America – May 10, 2019 – The Book Deal, an independent, used bookstore in Madison, WI, announces its first year anniversary and invites community members to a four-day celebration.

The anniversary celebration runs May 16 through 19 (Thursday – Sunday) and will feature a “free book” wheel and door prizes throughout, with cake and coffee for all Saturday visitors.

“After six years of being online booksellers, we were missing the customer connection that comes with having a physical location and wanted to make a bigger impact in our community,” said Rick Jacobs, co-founder of The Book Deal.

“So we set out on a bold initiative: to open a brick and mortar bookstore with accessible pricing, while giving away a book for each one sold. We realized we could help literacy efforts in the Madison area, provide a place for our neighbors to find books they love, and get to engage with our customers directly.”

The co-founders are galvanized by what Concordia University describes as a “[literacy crisis](#)” with “impacts upon our kids, our economy and our society [that] are far-reaching and expanding,” including widening educational and economic achievement gaps and increasing healthcare costs.

“In figuring out how The Book Deal could make a difference, we saw our potential in a few themes,” added Jacobs. “[Growing up in a house with books](#) can help address achievement gaps. We also know that [educators spend a significant amount of their own money on materials](#). Plus, [regular reading enhances lives](#) in many ways. This is what led to us ensuring affordable and free access to books, while also creating an educator discount.”

Since opening, The Book Deal has given away over 10,000 books to local schools, nonprofits, other organizations, and directly to teachers, students and community members.

The Book Deal stocks over 20,000 books, from over fifty genres. Adult books are under \$4, young adult books are under \$2, and children's books are all under \$1. The store also offers comic books, graphic novels, and vintage media such as CDs, DVDs, vinyl records, VHS, LaserDiscs, and cassette tapes.

For more information about The Book Deal, please visit <http://thebookdeal.com>. For all general and media inquiries, please contact Rick Jacobs at 608-571-7575 or hello@thebookdeal.com.

The Book Deal

The Book Deal, co-founded by brothers Rick and Jimbo Jacobs and close friend, Josh Derr, is an independent, used bookstore with a mission to foster literacy through affordable and free access to books in the Madison, WI area. For each book purchased, The Book Deal gives another to local schools, libraries, and other organizations. For more information, please visit The Book Deal's [website](#).

Website: <http://thebookdeal.com>

Facebook: <https://www.facebook.com/TheBookDeal>

Instagram: <https://www.instagram.com/TheBookDeal>

Washington Post:

<https://www.washingtonpost.com/news/answer-sheet/wp/2016/11/01/hiding-in-plain-sight-the-adult-literacy-crisis>

Concordia University:

<https://education.cu-portland.edu/blog/education-news-roundup/illiteracy-in-america/>

Readers Digest:

<https://www.rd.com/culture/benefits-of-reading/>

NPR:

<https://www.npr.org/sections/ed/2017/12/19/569989782/how-much-do-teachers-spend-on-classroom-supplies>

Science Direct study:

<https://www.sciencedirect.com/science/article/pii/S0049089X18300607?via%3Dihub>

The Guardian:

<https://www.theguardian.com/books/2018/oct/10/growing-up-in-a-house-full-of-books-is-major-boost-to-literacy-and-numeracy-study-finds>

The Book Deal

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