

## FOR IMMEDIATE RELEASE

Wednesday, October 20, 2021

### Contact Information:

**Emily Becker**  
Community Relations Specialist  
Mid-Continent Public Library  
[ebecker@mymcpl.org](mailto:ebecker@mymcpl.org)  
O: 816.503.418 | M: 816.372.3937

**Jenn Cantrell**  
Communications Manager  
North American Savings Bank  
[jcantrell@nasb.com](mailto:jcantrell@nasb.com)  
816.508.2161

**Gayle Terry Holmes**  
Executive Director  
Sleepyhead Beds  
[gayle@sleepyheadbeds.org](mailto:gayle@sleepyheadbeds.org)  
816.668.1137



## NASB Fuels MCPL's Reading Rocket Program with \$25,000 Donation

### NASB, MCPL Join Forces with Sleepyhead Beds to Provide Forever Books to Local Children

Greater Kansas City, MO – Made possible by a donation of \$25,000 from North American Savings Bank (NASB), Mid-Continent Public Library's mobile early literacy unit, the Reading Rocket, will be able to provide thousands more free books to local children over the next year as part of its Forever Book initiative.

MCPL's Reading Rocket travels around the Kansas City metro, offering storytimes and early literacy resources and services to families who might not otherwise be able to access them due to transportation or financial challenges. During these visits, the Rocket also gives away "forever books" that children can take with them. NASB's donation will provide a year's worth of funding for the growing program. The donation was made in honor of NASB customers, who have trusted the Bank with their financial and home dreams for over 94 years.

"We are excited to partner with Mid-Continent Public Library in support of the Reading Rocket and the important work they do to bring Forever Books to children who don't always have easy access to book and libraries," said NASB Grandview Branch Manager Jaime Alig. "Books are doors that open up a world of possibilities to readers—they transport us into other lives, places, and fresh ways of thinking about the world and each other. We love being able to support a program that brings that gift of imagination to the children in our community."

To kick off the new partnership with NASB, the Reading Rocket will join forces with another NASB community partner, **Sleepyhead Beds**, to give away "bedtime books" during their distribution day on **Saturday, November 6, from 9:00 a.m. to 1:00 p.m.**, at their warehouse at 5604 Troost Ave. in Kansas City, Mo. Sleepyhead Beds provides beds and bedding to families in need and reduces landfill waste. Sleepyhead Beds is an advocate-referred system, and distribution appointments are set through invitations.

"We are incredibly grateful to the NASB community for their generous support of Mid-Continent Public Library's Reading Rocket!" said Lisa Campbell, MCPL Reading Rocket Manager. "This partnership will allow our team to continue its work of helping local children grow their early literacy skills by ensuring that thousands more kids have books of their own at home."

More information about MCPL's Reading Rocket and its services can be found [on the Library's website](#).

###

### **Access Your World**

Founded in 1965, [Mid-Continent Public Library](#) is the largest library system in the Kansas City metropolitan area, operating 33 locations and two Library-To-Go locations and serving more than 816,000 people in Jackson, Clay, and Platte Counties. MCPL is an award-winning library system that strives to enrich citizens and communities through expanding access to innovation, information, ideas, and inspiration. Connect with the Library on [Facebook](#), [Twitter](#), and [Instagram](#).

**North American Savings Bank (NASB)** is a local bank and national mortgage lender headquartered in Kansas City, Missouri. Since 1927, NASB has served the financial needs of customers by providing a wide range of personal banking products along with competitive residential and commercial mortgages. For more information, [visit nasb.com](#). NASB is an Equal Housing Lender. Member FDIC. NMLS ID# 400039.

### **About Sleepyhead Beds**

Sleepyhead Beds improves the quality of life for children and their families by providing clean, reusable beds and bedding. And we contribute to the health and environment of our community by sanitizing beds and keeping them out of landfills. We are the only organization in the Kansas City area who is focused solely on this mission. Learn more: [sleepyheadbeds.org](#).