



FOR IMMEDIATE RELEASE  
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***Donation of warehouse space will help expand local charity's  
book-giving efforts***

**December 7, 2011-** Bookwallah Organization is proud to recognize Loeb for the donation of warehouse space for Bookwallah's book collection, sorting, and distribution activities.

"We are very thankful for this valuable gift. The donated space will help Bookwallah to operate more efficiently and open up opportunities for volunteers to help with this critical activity," said Bookwallah founder, Seena Jacob. "The donation of the space will enable us to collect more storybooks to ship to orphan children around the world, thus expanding the impact of the organization.

Bookwallah is a 501(c)(3) non-profit organization whose vision is to transform the lives of children who have undergone hardship by "sharing the gift of imagination". The mission is to collect and distribute children's storybooks, set up libraries, and spread the joy of reading to children of children's homes and orphanages around the world.

"By helping this young organization at this critical stage, we know our gift is making a tremendous difference to children around the world and will lead the path to Bookwallah's success," said Loeb president, Howard Newman. "We're honored to be able to donate our resources."

**About Loeb**

For five generations since 1880, Loeb has been a trusted provider of reliable equipment and related services that help manufacturing and financial companies grow their business. Headquartered in Chicago with a 150,000 square foot facility, Loeb provides equipment, appraisals and financial services to global banking organizations and manufacturing companies specializing in the food, pharmaceutical, cosmetics and chemical industries. Loeb services and business

units include: equipment sales and purchases, certified market appraisals from Loeb Appraisal, liquidation and auction services from Loeb Winternitz Industrial Auctioneers, equipment term loans from Loeb Term Solutions and purchase lease back financing from Loeb Financial Services. For more information on Loeb or any of its business units, please visit: <http://www.loebequipment.com>.

### **About Bookwallah Organization**

Bookwallah is a 501(c)(3) non-profit organization whose vision is to transform the lives of children who have undergone hardship by sharing the gift of imagination. The mission is to collect and distribute children's storybooks, set up libraries, and spread the joy of reading to children of children's homes and orphanages around the world. There are 143 Million orphans in the world whose lives can change through the power and magic of storybooks. Bookwallah has three core programs which include: Bookwallah Books, Bookwallah Reading Rug, and Bookwallah Reading Services. Bookwallah has a simple story that grew from an idea and a passion. Founder Seena Jacob conceived the idea of the Bookwallah Organization in 2009 with her desire to spread the joy of reading to children of orphanages in developing nations across the globe. For more information on Bookwallah or any of its programs and services, please visit: [www.bookwallah.org](http://www.bookwallah.org) or contact Bookwallah at [312.957.8558](tel:312.957.8558).

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