

## **KPMG's "Reading Relay" to Battle Childhood Illiteracy Gets Major Donation From PGA Tour Champion Phil Mickelson**

NEW YORK, Nov. 15 /CSRwire/ - KPMG LLP today announced a significant donation of 15,000 new books from PGA Tour champion Phil Mickelson in support of its nationwide "Reading Relay." The Reading Relay will provide more than 130,000 new books to children in need – all to commemorate the fifth anniversary of KPMG's Family for Literacy (KFFL) program, which has already distributed more than 2 million new books in an effort to help eradicate childhood illiteracy.

During the Reading Relay, all of the firm's 90 offices across the country are conducting events at schools and organizations that serve children from low-income families. At the events, KPMG employees, spouses, family members, and alumni are volunteering their time to read to children and give each student five new books to take home with them. KPMG kicked off its Reading Relay on Nov. 1 in Washington, D.C., and will conclude it on Dec. 13 in Los Angeles.

"KPMG is proud to mark five years of fighting childhood illiteracy with such a generous donation, which adds to our strong relationship with Phil and the passion we all share for supporting our communities," said ohn Veihmeyer, Chairman and CEO of KPMG LLP. "We are deeply grateful to Phil and his family for their support of KFFL and our people working across the country to end childhood illiteracy."

"What KPMG has accomplished in five years is amazing," said Mickelson. "Like KPMG, my wife Amy and I believe that education is the foundation for a successful future for our youth and that begins with literacy. We are really excited about supporting KPMG's efforts to get new books to children who need them most, and especially during this innovative Reading Relay."

KFFL has also teamed with Mickelson on KPMG's "Blue for Books" campaign. The program encourages golf fans to purchase Mickelson's authentic blue KPMG Tour hat at [PhilsBlueHat.com](http://PhilsBlueHat.com). KPMG donates 100 percent of the net proceeds to First Book, which provides children in need with three new books for each hat sold. Additionally, as the official hat sponsor of Mickelson, and the No. 1 ranked American player on the LPGA Tour, Stacy Lewis, KPMG donates 5,000 new books and refurbishes a local school library in the cities where the golfers win a tournament. Since the inception of Blue for Books in 2012, more than 84,000 new books have been donated through the program.

KPMG collaborates with First Book, a recognized leader in social enterprise dedicated to providing children in need with access to new, high-quality books, as part of the KFFL program.

Through KFFL, KPMG partners and professionals, spouses who help drive the effort, and "extended family" – such as retirees, alumni and interns – raise money, visit classrooms, read to children and personally put new books into their hands. For many children, the books they receive are the first they have ever owned.

### **About KPMG LLP**

KPMG LLP, the audit, tax and advisory firm ([www.kpmg.com/us](http://www.kpmg.com/us)), is the U.S. member firm of KPMG International Cooperative ("KPMG International"). KPMG International's member firms have 152,000 professionals, including more than 8,600 partners, in 156 countries.

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