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# Moms vs. Moms!

## A BOOK DRIVE CHALLENGE

*Thank you gifts and prizes awarded to groups who collect books!*

Local women-owned businesses are partnering to benefit **Books for America**, by sponsoring a challenge among groups of moms in the DC Metro area! **Books for America** is in need of children's books! Groups and individuals are being asked to raise new or gently used children's books, in exchange for thank you gifts from sponsoring partners.

1

**Get involved. It's easy!**

Register your group by completing the form on the reverse side by December 10th. Individuals are welcome to participate, too!

2

**Get your group excited!**

Check out the charity website ([booksforamerica.org](http://booksforamerica.org)) to learn more about where your book donations are going. Plus, visit the sponsor websites to see what the great thank-you prizes look like!

3

**Drop off books**

during your chosen collection period. You will receive your group's thank you package at the time of drop off!

### THANKS FOR DONATING GOODIE BAGS

*Sponsors are saying "Thank you" to all participants with the following:*

- **Mom Made Foods'** fresh frozen organic purees for baby (for each donor)
- **Chic Tots** will give a 25% off coupon code redeemable at [www.chictots.com](http://www.chictots.com) (for all groups that participate)
- **Parent Child U** \$5 coupon off any of their Kindermusik, Signing Smart, or ABC Music & Me classes (for each donor)
- **Health e-Lunch Kids** mini box of healthy snack treats (for each donor)
- **Stroller Strides** will give one free class pass in Montgomery County (for each mom who brings in a book)
- **Livie and Luca Shoes** "free shipping" coupon; value is \$6.50 for one pair of shoes (for each donor)
- **Our Kids** is giving a one week free trial membership to Our Kids.

### TOP PRIZES


*One of the 7 prizes below will be awarded to Top Winners:*

- **Mom Made Foods** will award the group a private 90 minute class on child nutrition or introducing solid foods, with our own pediatric nutritionist.
- **Parent Child U** will offer one private 90 minute parent discussion on Playground Diplomacy™ or The Happiest Toddler on the Block
- **Our Kids Weekly** will award 5 subscriptions to Our Kids weekly, one Little Einstein's Rocket's Firebird Rescue DVD, and one Cinderella III DVD
- **Livie and Luca Shoes** will give the winning group a spring shoe party with shoe give-aways!
- **Stroller Strides** is giving a 10 block of classes (\$100 value)
- **Chic Tots** will give the winning group 10 Chic&Cozy™ Blanket/Bags in Chocolate Swirl!
- **Health e-Lunch Kids** will award one birthday party lunch (25 kids maximum)

### RUNNERS UP PRIZE

- **Chic Tots** will give a Slingo™ Babywearing Q&A and a Chic&Cozy™ Blanket/Bag in Chocolate Swirl for the group leader!

*Top Winners will be notified by email during the week of December 17th.*



**BOOKS FOR AMERICA**  
Books for America aims to build and improve libraries in Washington, DC area schools, shelters, hospitals and more; to support reading programs; and to provide children in the Nation's Capital with their first take-home books!

Start collecting books now!



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# Moms vs. Moms!

A BOOK DRIVE CHALLENGE :: PLEDGE FORM

Complete the Following **4 Steps** to Register

**1 FILL OUT THE INFORMATION BELOW** (All information is required for registration).

GROUP NAME OR INDIVIDUAL:

GROUP CONTACT PERSON:

ADDRESS:

PHONE:

EMAIL (Required for confirmation):

NO. OF PARTICIPANTS in your group (estimate if you don't know yet):

\_\_\_ YES! Our group goal is to collect \_\_\_ books for the Mom vs. Mom Challenge Drive to benefit Books for America.

How did you hear about the Mom vs. Moms Challenge?

CHILDREN'S AGE RANGE (Please circle): 0-2 2-4 4-8 8+

**2 CHOOSE YOUR GROUP'S top three prize preferences!**

Top Winners will receive one prize, awarded based on your preferences.

- |  |  |
|--|--|
| <input type="checkbox"/> <b>Mom Made Foods</b> will award the group a private 90 minute class on child nutrition or introducing solid foods, with our own pediatric nutritionist | <input type="checkbox"/> <b>Livie and Luca Shoes</b> will give the winning group a spring shoe party with shoe give-aways! |
| <input type="checkbox"/> <b>Parent Child U</b> will offer one private 90 minute parent discussion on Playground Diplomacy™ or The Happiest Toddler on the Block                  | <input type="checkbox"/> <b>Stroller Strides</b> is giving a 10 block of classes (\$100 value)                             |
| <input type="checkbox"/> <b>Our Kids Weekly</b> will award 5 subscriptions to Our Kids weekly, one Little Einstein's Rocket's Firebird Rescue DVD, and one Cinderella III DVD    | <input type="checkbox"/> <b>Chic Tots</b> will give the winning group 10 Chic&Cozy™ Blanket/Bags in Chocolate Swirl!       |
|  | <input type="checkbox"/> <b>Health e-Lunch Kids</b> will award one birthday party lunch (25 kids maximum)                  |

**4 RETURN THE COMPLETED FORM BY DECEMBER 10TH**

**Fax** this pledge form to 866.550.4647 ~OR~

**Mail** to Book Drive, c/o Mom Made Foods, 107 S. West Street, #453, Alexandria VA 22314 ~OR~

**Email** to books@mommadefoods.com (include all the information from this form)

**3 CHOOSE YOUR GROUP'S 1st & 2nd CHOICE FOR DROP OFF LOCATIONS \***

(Look for the Moms vs. Moms sign in the parking lot at these Whole Foods Markets)

**Friday, December 14th**  
10am - 12pm

- Whole Foods Market Springfield
- Whole Foods Market Kentlands (Gaithersburg)

**3pm - 5pm**

- Whole Foods Market Reston

**Saturday, December 15th**  
10am - 12pm

- Whole Foods Market Fair Lakes (Fairfax)
- Whole Foods Market P Street
- Whole Foods Market Silver Spring

**Sunday, December 16th**  
11am - 1pm

- Whole Foods Market Alexandria
- Whole Foods Market Tenley

**Private Arrangement**

- Drop offs can be made during the week at one of the sponsors offices. Email books@mommadefoods.com to arrange a special time.

\* Drop off locations may be cancelled if there is low selection by participating groups. Your collection date and location will be confirmed by email.



**BOOKS FOR AMERICA**