

**FOR IMMEDIATE RELEASE**

**Steve and Loree Potash Family Foundation and Believe in Reading create a  
Legacy for Literacy at the Kids' Book Bank**

**\$100,000 Lead Gift to The Next Chapter Capital Campaign**

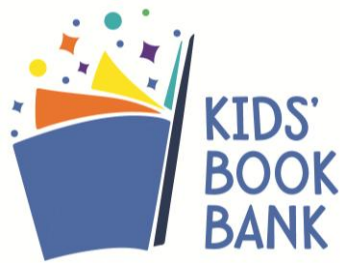
Cleveland, OH (April 15, 2025) – In a remarkable display of community commitment and support for literacy, the Steve and Loree Potash Family Foundation and Believe in Reading have made significant contributions towards the mission of the Kids' Book Bank: to foster literacy and a love of reading. As lead supporters of the Next Chapter Capital Campaign, Steve and Loree Potash also played a role in the previous chapter as well.

The Steve and Loree Potash Family Foundation's recent generous \$100,000 gift plays a pivotal role in the Kids' Book Bank's Next Chapter Capital Campaign. This donation was used to expand the organization's facilities, improve the storage and distribution of books, and ultimately enhance the ability to reach even more children with the gift of reading. The Potash Family Foundation's longstanding commitment to improving educational opportunities is reflected in this impactful contribution, which will help the Kids' Book Bank continue to grow its reach and impact.

The Steve and Loree Potash Family Foundation has been supporting all forms of literacy through BelieveinReading.org for nearly a decade. As a key supporter of the Kids' Book Bank since 2020, they have committed nearly \$30,000 in funding to help the organization ensure children have books in their homes. Their funding has facilitated the Kids' Book Bank distribution of quality reading materials to all children, empowering young minds and helping children fall in love with reading.

"Book access is at the core of literacy. Through books, children are able to better understand the world around them. Music cannot be taught without instruments. Sports cannot be taught without equipment. Books must be available to teach reading," explained Natalie Friedl, executive director of the Kids' Book Bank. "Believe in Reading is dedicated to the teaching and encouragement of reading for all ages anywhere in the world, and we are grateful they are in our backyard!"

OverDrive, which was founded by Steve and Loree Potash, is the global leader in digital reading solutions, and has long been a proud volunteer partner with the Kids' Book Bank. Over 100 volunteers from OverDrive have come to the Kids' Book Bank to help us process donated books. "The people who work at OverDrive not only understand the importance of our work, but they are also committed to making sure book access happens at all levels - at schools, libraries and in



the home. We love that they are passionate enough about this work to want to continue to support literacy outside of work through volunteerism," stated Colleen Watt, Director of Operations at the Kids' Book Bank. Through OverDrive's active involvement and hands-on support, the organization has helped engage volunteers, contribute to book donations, and assist in the distribution of reading materials to thousands of children in our community.

"OverDrive is proud to partner with such outstanding organizations to support the mission of the Kids' Book Bank," said **Steve Potash**, CEO of OverDrive. "Access to books is fundamental to a child's success, and we are thrilled to be able to contribute our time, energy, and resources to ensure that more children in our community have access to the tools they need to build a brighter future."

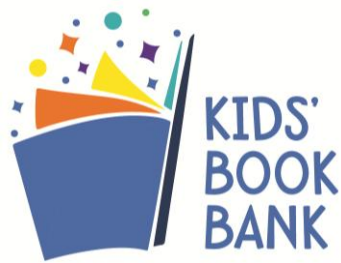
The generous donation from the Steve and Loree Potash Family Foundation further accelerates the progress of the Next Chapter Capital Campaign, a critical effort aimed at building a permanent, expanded facility for the Kids' Book Bank. "Literacy is the cornerstone of a successful society, and we are proud to support the Kids' Book Bank in its efforts to make reading accessible to all children," said **Loree Potash**, a librarian by trade. "Together, with our partners, we are working to ensure that every child in our community has the opportunity to grow, learn, and succeed."

As the Kids' Book Bank continues its mission to provide books and foster literacy, this collaboration highlights the power of partnerships in creating lasting change. The combined efforts of the Steve and Loree Potash Family Foundation through BelieveinReading.org and volunteer service from OverDrive are helping to create a future where all children can experience the transformative magic of reading.

**About Believe in Reading:** BelieveinReading.org is dedicated to promoting literacy and supporting children's education by ensuring access to books and educational resources.

**About the Cleveland Kids' Book Bank:** The Cleveland Kids' Book Bank is a Cleveland-based nonprofit organization that provides free books to children. Since its inception, the Kids' Book Bank has distributed five million books to children in underserved communities, working to foster a lifelong love of reading and learning.

**About the Steve and Loree Potash Family Foundation:** The Steve and Loree Potash Family Foundation is dedicated to supporting educational initiatives, with a focus on literacy, reading programs, and community engagement. Through their philanthropic efforts, the Potash Family Foundation aims to create lasting, positive change by empowering children and families through access to information and education.



**About OverDrive:** OverDrive is a global leader in providing digital reading solutions for libraries, schools, and institutions. OverDrive offers a wide range of eBooks, audiobooks, and other digital content to millions of readers around the world. OverDrive strives to connect people to the joy of reading through innovative, accessible, and sustainable digital reading services.

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