



## FOR IMMEDIATE RELEASE:

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## The Million Books Challenge™ Helps Educate African Orphans

*Philanthropic project aims to sell 1,000,000 books to donate funds for building a school and providing an education to African orphans.*

Rochester, NY – June 19, 2007 – A man, a book, and a dream have all contributed to the creation of The Million Books Challenge™ ([www.themillionbookschallenge.com](http://www.themillionbookschallenge.com)), a philanthropic project that will lend a helping hand to HIV/AIDS orphans in Africa.

Children's author Daniel Beerse, aka Charles Noland, decided after writing his third book to use his series *The Adventures of Drew and Ellie* to help promote literacy and to give something back. So he teamed up with publisher TMD Enterprises ([www.tmd-enterprises.com](http://www.tmd-enterprises.com)) and created The Million Books Challenge™, a project aimed at selling 1,000,000 books. Then he gathered a team of experts and selected Joining Hearts and Hands, Ltd. ([www.joiningheartshands.org](http://www.joiningheartshands.org)), an organization that promotes education and self-sustainability in Africa, as the recipient of a generous donation.

Beerse refers to the result of his philanthropic project, The Million Books Challenge™, as “the school that books built.” The purchase of one or more of his books will ultimately provide orphaned children a better life through education. Twenty-five percent of the price of each book sold will be donated to Joining Hearts and Hands, Ltd. Those proceeds will help fund the building of a school and community center near Kisumu, Kenya.

According to Beerse, “The Million Books Challenge™ is a classic example of a *win-win* situation where everyone involved benefits. This *win-win* philosophy is something I learned about years ago, and I love to incorporate it in everything I do.”

Anyone can help in the effort by purchasing these books for their children, family, or friends. Books can also be purchased to donate through the site's gift-giving program. “Together we can help inspire the hearts and minds of these orphaned children and make a real difference in their lives – one book at a time,” Beerse says.

The books are available at The Million Books Challenge™ web site as well as all major bookstores. For more information, please visit [www.themillionbookschallenge.com](http://www.themillionbookschallenge.com).

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About the Author

Daniel Beerse (aka Charles Noland), is an author of children's books, as well as a humanitarian and award-winning speaker. His book series, *The Adventures of Drew and Ellie*, teaches lessons in overcoming life's many obstacles. These stories demonstrate good problem-solving skills through positive communication and cooperation. The series is fun to read while instilling good moral values. For more information about the series, visit [www.drewandellie.com](http://www.drewandellie.com).

About TMD Enterprises

TMD Enterprises ([www.tmd-enterprises.com](http://www.tmd-enterprises.com)) was formed with the understanding that children are our future, and although the spoken word is important, it is the written word that truly satisfies the craving for knowledge of young minds. TMD Enterprises' books are carefully selected to inspire creativity in children and bring to light stories with a positive message.

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