

For Immediate Release

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Journey to the North Pole™ is Cancelled for the First Time in 26 Years

Due to the Covid-19 Pandemic and growing travel restrictions throughout the Northeast, Believe in Books Literacy Foundation has been forced to cancel the beloved holiday fundraiser, Journey to the North Pole™ for everyone's safety.

INTERVALE, NH – For the first time in 26 years, the beloved holiday fundraiser, Journey to the North Pole™ has been cancelled due to the Covid-19 pandemic. Throughout the past two weeks, the state of New Hampshire and surrounding states have seen an unprecedented increase in number of cases, travel restrictions, and public concern. Believe in Books Literacy Foundation has taken into consideration those concerns and has made the decision to cancel Journey to the North Pole™ for 2020.

Executive Director, A.O. Lucy, is devastated to have delivered this decision but believes it is the right thing to do for the community, visitors, volunteers, and staff. For the past quarter century this event has brought thousands of guests and millions of dollars to the North Country each year. “We are acutely aware of the added economic blow to local business, our business partners, and the hearts and souls of our guests, certainly not to mention the effect it will have on our already strained literacy programs.” Lucy believes the long-term safety and health of all involved greatly outweigh the economic setback this may cause.

“We are down, but not out,” said Lucy as he works with his staff to implement the closure of this event and create a move forward plan for the Foundation. Journey to the North Pole™ is a fundraiser for Believe in Books Literacy Foundation which is a Charitable 501 (c) (3) Non-Profit with a mission to advance healthy development of young minds through literacy programs that encourage early reading, imagination, and physical activity.



"Supporting Literacy Initiatives
throughout New England"

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