

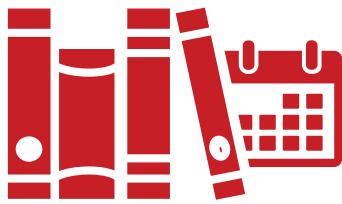


DOLLYWOOD FOUNDATION OF CANADA

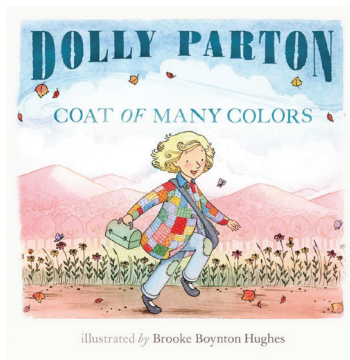
2016 ANNUAL REPORT

With over 85 million books sent, the Imagination Library reached several milestones in 2016 including sending one million books per month, topping 700,000 Facebook followers and selecting a ground-breaking book into the program that would become the first picture book to win the Newbery Medal!

OUR SUCCESS RELIES ON THE EFFORTS OF 170+ AFFILIATES, THEIR SPONSORS AND VOLUNTEERS



1 MILLION BOOKS MAILED PER MONTH MILESTONE IN DECEMBER



The New **"COAT OF MANY COLORS"** children's book debuted in October 2016. Selected as part of the Imagination Library in the USA, Canada and the United Kingdom.



3.3 MILLION visits to ImaginationLibrary.com

In 2016, the Canadian program mailed **186,350 books** across all age groups.



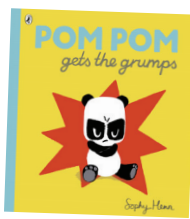
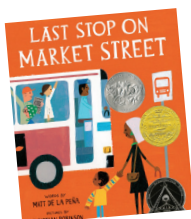
Topped **700,000** Facebook Fans in 2016

The Book Selection Committee chose **12 bilingual Spanish titles** for the USA DPIL and **12 new titles** with more specific **Canadian** content for the Canadian DPIL.

- Alberta: 4
- British Columbia: 35
- Manitoba: 85
- New Brunswick: 12
- Nova Scotia: 15
- Northwest Territories: 7
- Ontario: 9
- Saskatchewan: 2
- Yukon Territories: 1

Grand total of **170 AFFILIATES** in Canada

In 2016, 57 new or revised titles were introduced to the Imagination Library lineup across the USA, Canada and United Kingdom including the 2016 Newbery Medal recipient **"Last Stop on Market Street"** by Matt de la Peña. Other notable new titles were **"Elmer"** by David McKee, **"Pom Pom Gets the Grumps"** by Sophy Henn and **"Great"** by Glen Gretzky and Lauri Holomis; Foreword by Wayne Gretzky.



11,507,756 International Total Books Mailed in 2016
A **12.5%** increase over 2015

Total Books Mailed (through December 2016)
85,419,000