



**BookSmiles**

January 15, 2020 · 🌐



I begged [Joel Embiid](#) to get into the picture as BookSmiles was receiving the [Philadelphia 76ers / NJM Insurance Group](#) Community Service Award at the Pelicans game last month. He was too busy warming up, but I'll take the back of his jersey on the left! A HUGE thanks to the 76ers, spreading the message about irrigating book deserts.

Thank you, Dan Fitzpatrick of NJM for nominating us. Glad to share the moment with my son [Rob Abrams](#), who thought of the name BookSmiles. Happy to have distributed over 225,000 new and gently used children's books in Philly and NJ, and we're just getting started.

The Book Bank is open today (Wed, from 4 to 7) for my fellow teachers in Title 1 schools to load up on free books to share with their kids.

Register here: <https://www.booksmiles.org/> ✓

