In 2017, there were 69 new titles introduced to the program in the USA, UK & Canada. Some of these new titles were: “Violet the Pilot” by Steve Breen, “The Hueys in What’s the Opposite?” by Oliver Jeffers, “I Hear a Pickle” by Rachel Isadora, “Counting on Snow” by Maxwell Newhouse, “A Northern Alphabet” by Ted Harrison, “Great” by Glen Gretzky, “Cockatoos” by Quentin Blake, “You Choose!” By Nick Sharratt and Pippa Goodhart

Dolly’s children CD, “I BELIEVE IN YOU” launched in September. All proceeds benefit the Imagination Library’s international operations.

Over 70 custom Facebook frames were created that were used by Facebook friends more than 32 million times.

82% increase in visits to Website

47% increase in Facebook Likes

TENNESSEE LICENSE PLATE launched in February. The plate is available to TN residents and proceeds benefit the individual counties where it is sold. More information can be found at ImaginationLibrary.com/dolly

In October, DPIL participated in Hurricane Relief Efforts with Penguin Young Readers and FirstBook by donating 500,000 new children’s books to hurricane affected efforts in TX, FL, PR and the USVI.

- October: Hit a milestone by mailing 1 million books since the program started.
- 19 Canadian content/authors/illustrators added

- February: Hit a milestone by mailing 2 million books since the program started.

- March: £1 Million Dream Fund Award to the Story Starters project. The Dream Fund selected the Story Starters project - a collaboration between Dolly Parton’s Imagination Library, Beanstalk and LuCid at the University of Liverpool

- October: North Carolina DPIL program launches statewide through funding by the state legislature.
- 12 bilingual English/Spanish titles added

Hosted biennial Homecomin’ 2017 conference at DreamMore Resort with over 220 affiliate team members in attendance in June. The conference featured Matt de la Peña, author of 2016 Newbery Medal recipient “Last Stop on Market Street.”

OVER 13.1 MILLION
Total Books Mailed in 2017
A 14% increase over 2016

Total Books Mailed Since Inception:
98,559,636

UNITED STATES
12,434,749 Books
13% Growth

UNITED KINGDOM
409,704 Books
13% Growth

CANADA
232,683 Books
25% Growth

AUSTRALIA
57,500 Books
3% Growth

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