

New Holland and the CNH Industrial Bank Distribute 12 Thousand Children's Books to Rural Schools in Brazil

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Free books are distributed to school in rural areas to encourage children to read

To encourage children to read, **New Holland Agriculture** and the **CNH Industrial Bank** in Brazil are supporting the Coletânea Renovarte project, which aims at supplying 12,000 children's books to rural public schools in the State of Paraná in Brazil. In addition to donating books, the project also offers virtual storytelling workshops.

Each student and their teachers will receive a complete collection of books. The themes covered by the books will be worked on in the classroom throughout the semester. In total, 16 schools in Paraná with about 1,800 students will receive books. The schools are located in the cities of Marechal Cândido Rondon, Mandaguaçu, Assis Chateaubriand, Ouro Verde Do Oeste, Anahy, Palotina and Araruna.

The books distributed are from the collections “Pimpa, a Girafa” and “Jacaré Timóteo”. They can also be accessed digitally with the “Library Renovarte” application. Using the same application, it is possible to download versions with audio description, which makes the material accessible to people with visual and intellectual disabilities.

“We are proud to support a project like this to encourage children to read. It is a great way to support education especially in rural schools and it brings us closer together as a community,” says Gustavo Taniguchi, Director of Commercial Marketing for New Holland Agriculture for South America.

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