

## **FOR IMMEDIATE RELEASE:**

### **New Programs and Partnership Set to Donate \$100,000 Worth of SMARTBooks to USMA, ROTC and JROTC Cadets by the End of 2014**

**3/25/2014, BROOKLYN, NY** - Things We Read, headquartered out of Brooklyn, NY is excited to announce the highly anticipated partnership with publisher of the well-regarded SMARTbook Military Reference series, The Lightning Press. The partnership spawned when the two organizations' missions intersected in an effort to improve the lives of Veterans and Soldiers and increase the overall readiness of the United States military. In a joint effort, Things We Read and The Lightning Press will be donating more than \$100,000 in SMARTbook Military Reference and Leadership books to kick off Lightning Press's "SMARTleader Program" and Things We Read's "Young Leader Series" for aspiring military professionals and leaders.

The goal of the Things We Read "Young Leader Series" is to help develop, foster and inspire the cadets attending the United States Military Academy at West Point, ROTC and JROTC programs throughout the country to become intelligent, informed military leaders needed for the Nation's future.

"Great leaders don't just happen," said Norman Wade, Publisher and Author of SMARTbooks series and owner of The Lightning Press. "Great leaders are the ones who start young, putting in the time, effort, hard work and dedication to become informed, strong and resilient. The Lightning Press wants to honor and support the young men and women who demonstrate that commitment through their involvement with USMA, ROTC and JROTC programs and give them a head start."

Things We Read received the very generous donation from The Lightning Press and now, as a partnership, are working to distribute them to the schools and to arrange key leader engagements and leadership development opportunities for the participating schools and cadets.

"SMARTbooks are widely used in the training and execution of military operations around the world. We are honored to work with The Lightning Press to make them available at no cost to the next generation of aspiring military leaders," said Christopher Molaro, co-founder of Things We Read.

#### **How can I participate?**

Schools and organizations interested in participating should contact [hello@thingsweweread.com](mailto:hello@thingsweweread.com) with at the very least: school name, approximate size of the ROTC or JROTC program, and when your respective semesters begin and end.

If you'd like to make a tax-deductible donation to Things We Read, 501(c)3 to help pay for the shipping and to help make this program a reality for schools and leadership organizations, please visit their website at: [www.ThingsWeRead.com](http://www.ThingsWeRead.com)

More information on the SMARTleader Program can be found at: [www.TheLightningPress.com/SMARTleader](http://www.TheLightningPress.com/SMARTleader)

**About Things We Read.** Co-founded by a couple of junior military officers who after they deployed with their soldiers to Iraq sought to improve their quality of lives, Things We Read, aims at making reading, quality books and furthering education as a primary goal in our society, the younger generation, and the Soldiers and Veteran community. As a 501(c)(3) non-profit, Things We Read offers an intimate look at the bookshelves of the most influential and interesting people of our time in an effort to inspire reading and setting personal goals, and then offers those quality reads at no cost. As a dedicated non-profit, 100% of their proceeds go towards donating books to soldiers deployed overseas and communities in need, and now, with the Young Leader Series, providing leadership material to cadets and our nation's future officer corps. For more information on how to get involved, or for a great book recommendation, please visit: [www.ThingsWeRead.com](http://www.ThingsWeRead.com).

**About The Lightning Press.** The Lightning Press is the publisher of the SMARTbook series of military references. SMARTbooks carried at virtually every Army and Air Force base around the world. Recognized as a doctrinal reference standard by military professionals around the world, SMARTbooks are designed with all levels of Soldiers, Sailors, Airmen, Marines and Civilians in mind. SMARTbooks can be used as quick reference guides during actual tactical combat operations, as study guides at military education and professional development courses, and as lesson plans and checklists in support of training. Serving a generation of warfighters, military reference SMARTbooks have become "mission-essential" around the world. [www.TheLightningPress.com](http://www.TheLightningPress.com)

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