



FOR IMMEDIATE RELEASE

Contact: Margret Aldrich

Email: maldrich@littlefreelibrary.org

Phone: 715-690-2488 x805

Little Free Library Marks 5th Anniversary of 'Read in Color' Initiative

Program inspired by George Floyd's death has distributed more than 60,000 diverse books and 350 Little Free Libraries in 30 U.S. cities



St. Paul, MN (October 14, 2025) – Today the Little Free Library® (LFL) nonprofit organization marks the fifth anniversary of **Read in Color®**, a groundbreaking initiative launched in the wake of George Floyd's murder to promote diverse books and amplify marginalized voices in communities across the United States.

Since its debut in Minneapolis on October 14, 2020, [Read in Color](#) has distributed more than **60,000 diverse books** and **350 Little Free Library book-sharing boxes** in **30 cities nationwide**. The initiative shares books that reflect Black, Indigenous, Asian, Latine, Jewish, Muslim, LGBTQ+, and other underrepresented voices, with the goal of fostering empathy, understanding, and inclusion.

A Quiet Response with Lasting Impact

LFL's office is located in St. Paul, just across the Mississippi River from where George Floyd was killed on May 25, 2020. LFL established the first Read in Color library in his honor at the Minneapolis nonprofit Urban Ventures on October 14—serendipitously, Floyd's birthday. At the time, the Little Free Library team questioned whether their book-centered approach could make a meaningful difference. Five years later, the impact is undeniable.

"While Read in Color began as a local initiative in response to a tragedy that permanently altered our Twin Cities community, it quickly became clear that across the country, communities were looking for a tangible way to address feelings of disconnect and division," said Lexie Neeley, Little Free Library program manager for Read in Color.

"Today, the program has expanded nationwide thanks to the passion of our community, for whom affirming and uplifting our neighbors is non-negotiable," Neeley continued. "Our Little Free Library stewards, patrons, and partners have helped us send a clear message: the diversity of the world around us is beautiful, and it's here to stay."

Read in Color: By the Numbers

- **350+** Little Free Library book-sharing boxes granted
- **60,000+** diverse books distributed
- **30** participating cities
- **Partnerships** with independent bookstores, publishers, funders, and community organizations

How the Program Works

Read in Color operates through a three-part model designed to amplify diverse voices on a community level:

- **Library Installations:** LFL grants Little Free Library book-sharing boxes filled with culturally relevant books to high-need areas, working closely with local partners.

- **Curated Book Lists:** A Diverse Books Advisory Group provides reading lists for children, teens, and adults, highlighting stories from a range of communities and lived experiences.
- **Pledge to Read in Color:** Individuals can take the Read in Color pledge to commit to reading and sharing diverse books. Participants gain access to exclusive resources and can share their commitment publicly.

Voices from the Community

“The families we work with do not have access to many books in their homes and typically the books they do get access to have characters and storylines that do not reflect their family's culture, race, or background,” Arielle Handevit, Senior Director of Early Education and Innovation at the Northside Achievement Zone in Minneapolis, has said.

“Read in Color has been a resource to *truly* bridge that gap. It is remarkable when we can bring boxes of books to our sites and every book lifts up someone who either looks like them or another culture/background that we don't typically see in stories. It has been a game changer.”

Now operating through a cohort model, Read in Color invites community organizations across the country to apply and participate in the program annually. To learn more or apply, visit: littlefreelibrary.org/programs/read-in-color

ABOUT LITTLE FREE LIBRARY

Little Free Library® (LFL) is a 501(c)(3) nonprofit organization that builds community, inspires readers and expands book access for all through a global network of volunteer-led Little Free Library book-sharing boxes. There are more than 200,000 registered Little Free Libraries worldwide in all 50 states, in 128 countries and on all 7 continents. LFL received the 2020 World Literacy Award as well as honors from the Library of Congress, National Book Foundation and others. The organization grants Little Free Libraries full of books to underserved areas through its Impact Library and Indigenous Library programs and champions diverse books through its Read in Color initiative. LFL is a member of the Banned Books Week Coalition, Unite Against Book Bans, the Right to Read Working Group, and the Diverse Books for All Coalition. Learn more at LittleFreeLibrary.org.

###



Read in Color in Minneapolis



Read in Color in Portland



Read in Color in Kalamazoo, Michigan



Read in Color in Phoenix



Read in Color in the Bronx, NYC



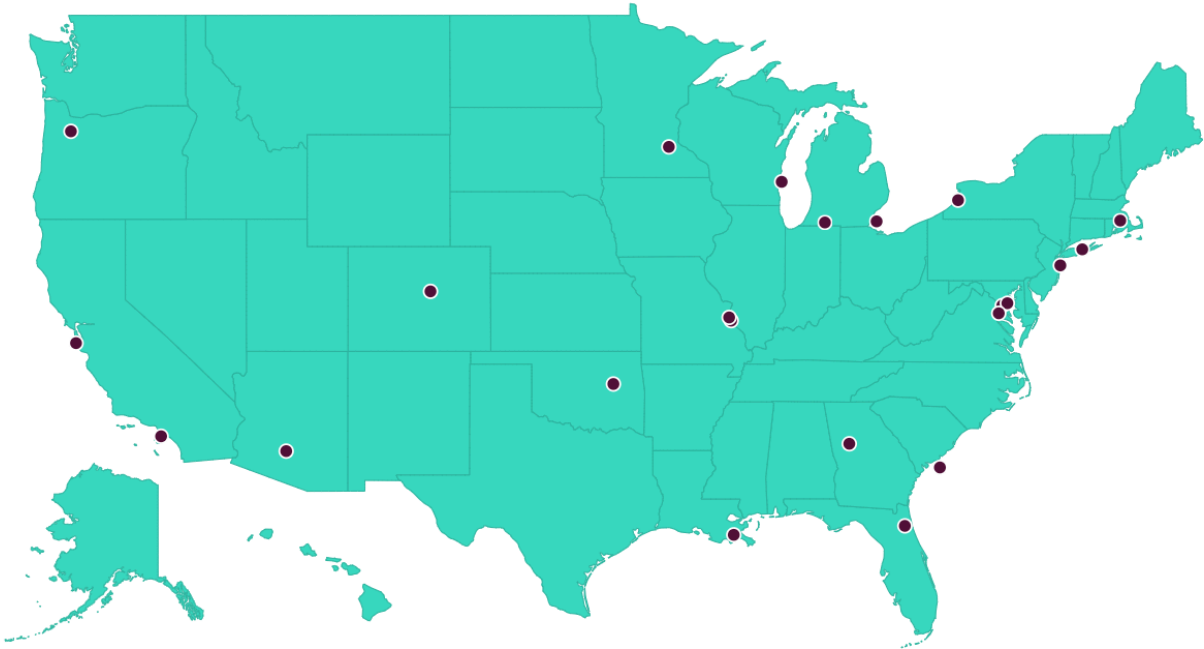
Read in Color in Atlanta



Read in Color in San Francisco



Read in Color in Detroit



Read in Color launch cities in the United States