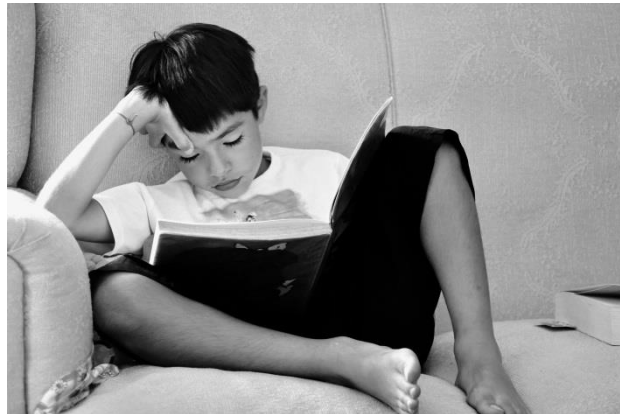




30 Years of Excellence

August 6<sup>th</sup> is the Provincial Holiday



### Investing In Your Community

On July 25th we held our first Client BBQ and Sample Sale. Rather than donate the samples directly to a charity as we have done in the past, we decided to combine it with a client event to help us celebrate our 30<sup>th</sup> Anniversary. We offered the samples at some incredible prices and we are happy to report that over 130 customers and special guests attended the sale.

One of our key tenets here at MOBO is to reinvest in the community that supports us and so Team MOBO chose READ Saskatoon as our Charity of Choice for the event. All proceeds raised from the sales of the samples went to READ. Together, with our clients, we raised \$4340.00 that day!

Involving your clients in your charitable initiatives allows you valuable one-on-one time with your clientele and staff and lets everyone come together and bond over a shared purpose. It is a complete win/win scenario because everyone feels good about participating. In this case, it was working together to help literacy initiatives and programs that READ Saskatoon delivers:

- **Adult Tutoring**

- Family Literacy
- Financial Literacy

Did you know that 1/3 of all Saskatchewan residents struggle with literacy in their day to day lives? That means they lack the literacy skills to understand and apply what they have read and how to compute numbers.

If you missed our sale and would like to help READ Saskatoon you can donate directly to them via their website at [www.readsaskatoon.com](http://www.readsaskatoon.com). They are also currently looking for gently used adult or children's books. You can drop them off either at READ Saskatoon's offices or here at MOBO and we will make sure they get them.

We cannot thank you enough for your support of this event and of our business!

- Team ***MOBO***