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## **GLOBAL NON-PROFIT 'THE WORLD IS JUST A BOOK AWAY' OPENS LIBRARY HONORING FAMED INDIAN ENTERTAINER RAAGESHWARI LOOMBA ON NOV. 11- INDIA'S NATIONAL LITERACY DAY**

Los Angeles, CA, USA (November 2011) – Non-profit organization *The World Is Just A Book Away* (WIJABA), with a mission of supplying books and building school libraries for children in developing countries, is opening the Raageshwari Loomba Library in Sidoarjo at the school SDN Kalisapurno I in honor of the famed Indian entertainer.

A Bombay native, Raageshwari is an Indian award-winning pop singer and VJ for MTV, actress, model, television anchor and yoga expert. Her debut album "Duniya" entered the charts at #1, and went Platinum in one month. She has released five albums since, with another due out soon. She supports many charitable causes, and felt drawn to WIJABA due to her humble beginnings.

"It's an honor and a privilege to join the list of such luminous and prolific people for a peerless and epic concept like 'The World Is Just a Book Away'. For me it holds tremendous significance, because as a child I had very humble beginnings. I had no more than 4 dresses, no toys, no cycles, no TVs but only borrowed books from my rich friends or libraries at my school. It helped my imagination take wing and I vicariously traveled and enjoyed the world and lived magnificent moments in my mind. Today, in spite of being an entertainer with material wealth, I don't have a TV in my room but only books. I believe the best gift to have and give is the gift to read," says Raageshwari.

National Literacy Day in India is celebrated on November 11, on the birthday of Maulana Abul Kalam Azad, the first Education Minister of Independent India. Abul Kalam was a renowned scholar, poet, freedom fighter, and a staunch Gandhian, and he felt that the condition of Indian society cannot be uplifted without education. For his invaluable contribution to the nation, Maulana Abul Kalam Azad was posthumously awarded India's highest civilian honor, Bharat Ratna in 1992.

"Reading is knowledge and knowledge is power," says Raageshwari. "It enlightens and awakens you emotionally, mentally and spiritually. With a concept as noble as this I feel we are empowering our little children and their future and reinforcing their true potential."

Raageshwari's song "Duniya" will be played during the opening of the library, and a plaque with her photo will be posted in the library.

Schools have also been named for supporters of WIJABA that include Riz Khan, Queen Noor Al-Hussein, Desmond Tutu, Jane Goodall, Buzz Aldrin, Yo-Yo Ma, Cher, Muhammad Yunus, Jenny Ming, Jane Fonda, Liam Neeson and the late Natasha Richardson.

**About *The World Is Just A Book Away (WIJABA)***

The World Is Just A Book Away (WIJABA) is a 501c3 founded on the core belief that education breaks the cycle of poverty and promotes peace around the world. We provide children with hope through books and education in our libraries and reading rooms, empowering them to change their own lives and the world at large. We work in developing counties where we can make a major impact and where children can also leverage their knowledge by partnering with local communities to better the lives of their fellow citizens.

WIJABA launched in 2008 with a building program in Sidoarjo, Indonesia, site of the mudflow disaster that displaced more than 60,000 people and destroyed many schools. Strategically, WIJABA is intended to make a deep impact in a specific community, by building sustainable libraries and programs, rather than trying to assist children in many countries simultaneously. To date, expanding into other regions and surpassing all initial expectations, the organization has initiated programs to serve **27,000+ Children with 50,000+ Books, through 49 Physical Libraries, 26 Parent Libraries, and 2 Mobile Libraries at 100+ Schools.**

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