

For Release:
Dec. 10, 2025

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Barnes & Noble Launches its First-Ever Sustainability Initiative

Students May Purchase a Used Book to Plant a Tree

LOS ANGELES – The largest omni-channel bookseller in the United States is launching its first-ever sustainability initiative, “Read a book, plant a tree.”

The winter event will take place in Barnes and Noble stores from January 1st through January 31st, running from 9:00 am to 7:00 pm. During January, Barnes & Noble will offer a new, innovative way to embrace education and reading, while being mindful of unsustainable paper production. When attending the sustainability launch, customers will have the opportunity to engage with eco-conscious activation tents. These tents will have places to donate and purchase used books. Barnes & Noble will offer informational sessions about unsustainable paper production and on deforestation’s negative impact on the environment. Adults aged 60+ will be offered five dollars in store credit per used book donated. Through a partnership with the Nature Conservancy, Barnes & Noble will have a tree planted for every used book purchased by a student. This event will bring the reading community together to celebrate sustainability and understand the importance of limiting carbon footprint when purchasing novels.

Barnes & Noble stores across the United States will be decorated in Earth themes, and this winter event will be an extension of the already expansive interactive displays available in-store. Some of these unique bookstore attributes include Barnes & Noble’s exceedingly large book selection, cafe, and bookish retail items. “We hope to make a true measurable

environmental impact as a company, in a way that gives back to both the planet and our customers who have been loyal to Barnes & Noble throughout the years,” said Crystal Leaf, Chief Communications Officer for the Barnes & Noble Sustainability Sector. The traditional elements of Barnes & Noble will be available throughout the duration of the launch, and new books will still be available for purchase during the month of January.

Admission to the sustainability initiative event is free. There will be no limit on the number of used books that can be purchased or donated to the cause.

For more information on the Barnes & Noble Sustainability Initiative, visit

www.barnesandnoblesustainability.com

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