

ideas, creativity and technology to achieve the vision and goals of the client for a memorable experience. Founded in 1997, S. D. Professionals, LLC serves thousands of clients worldwide ranging from well-established corporations to celebrity clients, with a special focus on new and growing small businesses. For more information, please visit [www.sdwebpros.com](http://www.sdwebpros.com).

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new Web feature and its various components, including a real-time sales tracking system that allows affiliates to track in real-time the funds raised for their communities by the sales generated through the new online shopping center! They are also responsible for the design of the software used for fulfillment of all book orders each month, creation and production of totes, t-shirts and baby clothing, as well as the design of the overall Website.

“We’re extremely excited to launch the new Website features we’ve created especially for Dolly Parton’s Imagination Library,” said Jacob Timmons, founder of S.D. Professionals, LLC. “With the new real-time tracking system, affiliates are now able to track each and every sale back to their own community, giving them incentive to spread the word of this great and innovative new feature.”

Currently, the Imagination Library works with local partners in 650 communities in 44 states, as well as Canada. Dolly’s Imagination Library mails books to **well over** a quarter million children each month, and will provide approximately 5 million books in 2007 alone!

### **About Dolly Parton’s Imagination Library**

Founded in 1996, Dolly Parton’s Imagination Library is a non-profit organization that gives hundreds of thousands of books each month to registered children in participating communities all over the United States and Canada. Promoting **the love of early reading and learning as the building blocks for a strong foundation in education**, the foundation believes in helping children dream more, learn more, care more and be more through its educational campaign. To become a sponsor in your community or to register your child to receive a book every month, visit [www.dollysimaginationlibrary.com](http://www.dollysimaginationlibrary.com).

### **About S. D. Professionals, LLC**

S. D. Professionals, LLC, *bringing life to imagination*, as its slogan states, is an all-solution Web development and multimedia production firm that combines innovative



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FOR IMMEDIATE RELEASE

## **Dolly Parton's Imagination Library Web Site Launches New Merchandise and Donation Feature**

*Innovative Program Gives 10 Percent of Sales Back to Local Communities*

Pigeon Forge, Tennessee, June 13, 2007: Dolly Parton's Imagination Library, a non-profit organization that provides children's books to participating community children every month until the age of five, announced today the launch of the Website's Merchandise and Donations feature. In an effort to give back to participating communities and cover costs of the organization's rapid growth, the new feature allows donations to be accepted at the Imagination Library Website, [www.dollysimaginationlibrary.com](http://www.dollysimaginationlibrary.com). In addition, the online sale of Dolly Parton's Imagination Library's young, hip branded apparel and accessories will also result in 10 percent of sales contributed directly back to the individual community in which the sale was made.

"The Imagination Library knows that giving the gift of reading at an early age is one of the greatest opportunities one can offer a child," said David Dotson, president of Dolly Parton's Imagination Library. "And we're thrilled that Dolly's Imagination Library can now go one step further by giving others a chance to support their local community by donating and purchasing merchandise from our Website."

Web development firm S.D. Professionals, LLC, is responsible for the creation of the