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**Books-A-Million partners with Children's of Alabama to present second annual
Superhero Month this October**

Children and families fighting chronic illnesses honored with fun activities all month long

BIRMINGHAM, Ala. (September 27, 2016) – Capes and crowns will be front and center during **Children's of Alabama's** annual **Superhero Month** happening throughout the month of **October!** Presented by **Books-A-Million**, the inspirational "**The Power of Children's**" campaign honors brave children and their families who are fighting chronic illnesses at Children's of Alabama with spirited festivities that celebrate courage and inner strength!

"It is our privilege and honor to once again partner with Children's of Alabama to present Superhero Month," said Scott Kappler, Books-A-Million Vice President of Marketing. "We couldn't be more proud to serve alongside an organization that touches the lives of so many people in our community and within our own company. Through this campaign, we're able to provide these kids with an opportunity to simply be a kid again; to be silly and smile; to enjoy fun amidst the challenges they're going through on a daily basis."

The month-long celebration will kick off this **Friday, September 30** with a private superhero meet and greet at the hospital. Patients will receive capes and masks, in addition to being able to participate in arts and crafts activities. During the evening, glow sticks will be passed out for the *Let Your Power Shine* event, while blue lights illuminate the sky from the top of the hospital to honor both patients and staff. Throughout the rest of the month, a variety of superhero-themed events – from art activities including painting your super power; to special visits from not-so-average window washers – will take place for patients and parents to enjoy!

For more information on the Power of Children's campaign or to donate, visit thepowerofchildreusal.com.

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ABOUT BOOKS-A-MILLION

Books-A-Million, headquartered in Birmingham, Ala., is the second largest chain of bookstores in the United States. Books-A-Million got its start in 1917 as a magazine stand in Florence, Ala., and now operates over 250 stores in the 32 states as well as an online store at <http://www.booksamillion.com>. While Books-A-Million's presence has grown, the goal has remained the same: to serve each community with the best selection of books, toys, tech and more, all at great prices. Find the nearest Books-A-Million at <http://www.booksamillion.com/storefinder>.

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ABOUT CHILDREN'S OF ALABAMA

Since 1911, Children's of Alabama has provided specialized medical care for ill and injured children. Ranked among the best pediatric medical centers in the nation by US News & World Report, Children's provided care for youngsters from every county in Alabama, 41 other states and eight foreign countries last year, representing more than 677,000 outpatient visits and more than 15,000 inpatient admissions. With more than 2 million square feet, it is the third largest pediatric medical facility in the U.S. Children's offers inpatient and outpatient services across its Russell Campus on Birmingham's historic Southside with additional specialty services provided at Children's South, Children's on 3rd and in Huntsville and

Montgomery. Primary care is provided at more than a dozen medical offices in communities across central Alabama. Children's of Alabama is the only medical center in Alabama dedicated solely to the care and treatment of children. It is a private, not-for-profit medical center that serves as the primary site of the University of Alabama at Birmingham (UAB) pediatric medicine, surgery, psychiatry, research and residency programs. More information is available at www.childrensal.org.