



National Association of College Stores

500 East Lorain Street, Oberlin, Ohio 44074-1294 • 440/775-7777 • Fax: 440/775-4769

## **NEWS RELEASE**

Contact: Charles Schmidt  
National Assn. of College Stores  
(800) 622-7498 ext. 2351  
[cschmidt@nacs.org](mailto:cschmidt@nacs.org)

FOR IMMEDIATE RELEASE

# **College Stores Go to Bat for Students on Textbooks**

**September 6, 2007 (OBERLIN, OH)** – More than 17 million college students head back to campus this fall, and it seems as if everyone is vying for their business: department stores, on-line retailers, office supply stores. In fact, the back-to-class shopping season rivals the year-end holidays in sales volume.

However, students can rest assured that at least one place they plunk down their hard-earned cash has their best interests at heart — their college store. College stores are hard at work ensuring the course materials college students need to be successful are fairly priced.

“We realize that course materials represent a significant cost to students, but we also know that they are an integral part of their academic success. Therefore, college stores are at the forefront of efforts to ensure that course materials are as affordable as possible,” said **Brian Cartier**, CEO of the National Association of College Stores (NACS), the national trade association representing the collegiate retailing industry.

“Our members often bear the brunt of student anger over the high cost of course materials, but our members are actively seeking to ensure that students have affordable access to the tools they need,” he said.

Working through NACS, members:

- Advocate at both the state and federal level for sales tax exemptions and tax credits for textbooks
- Promote savings through strong textbook buy-back programs
- Champion multi-year adoptions of textbooks to ensure a strong used-book market
- Work with faculty to ensure that only required textbooks and ancillary materials are adopted
- Establish and adhere to fair and clearly communicated textbook return/refund policies
- Support initiatives that increase financial aid available for course materials

These are in addition to individual stores’ efforts to communicate effectively with faculty and students on course material requirements, the work-study employment opportunities they provide and their contributions to the campus community through scholarships and other activities.

“Costly textbooks are an unfortunate economic reality, but college stores are advocates for students, and our members work everyday with their academic achievement and well-being foremost in their minds,” Cartier said.

**About NACS**

Headquartered in Oberlin, Ohio, the National Association of College Stores (NACS) is the professional trade association representing the \$11 billion collegiate retailing industry. NACS represents more than 3,100 collegiate retailers and approximately 1,100 associate members who supply books and other products to college stores. Additional information on NACS can be found online at [www.nacs.org](http://www.nacs.org).

###