



PYATEROCHKA JOINS BOOK-SHARING PROJECT

Pyaterochka joined RE:BOOKS, a book collection and distribution initiative launched by a Russian operator.

22 Pyaterochka stores in Moscow and St Petersburg now feature containers where visitors can drop off books they no longer need for further donation or recycling. Collected books will be distributed among rural libraries that have joined the RE:BOOKS project, while worn-out books will be sent for recycling.

[Link to case](#)