

Important Announcement from Sacred Heart Books and Gifts:

Dear Friends,

After more than four decades of faithfully serving the Catholics of North Texas, and 30 years located at our current spot on the corner of Campbell and Coit roads, Sacred Heart Books and Gifts wishes to inform you, with great regret, that we will be **closing our storefront** on Friday, Dec. 31, 2021.

Started in 1979 by Betty Lanfer and Joyce Aucoin, Sacred Heart began in “Betty’s closet” with the goal of providing solid catechetical information and materials to the public. Over the years, it has grown from a small operation staffed by volunteers into a complete Catholic book and gift store, offering sound doctrinal materials and a free lending library.

In recent years, the effects of the Covid pandemic—business shutdowns, supply shortages, and dramatic increases in the price of materials—have significantly impacted small businesses, and Sacred Heart is no exception. Despite our best efforts, these challenges have made it impossible to sustain our present retail operations.

However, as sad as we are about these circumstances, we want the public to know that the storefront “Sacred Heart Books and Gifts” is actually the public face of *Sacred Heart Educational Services*, a 501(c)3 nonprofit organization, which will continue to operate. As such, we are very excited about our new educational YouTube channel, “Sacred Heart Dallas,” and we also intend to continue our website of the same name (www.sacredheartdallas.com), to which we plan to add even more free, educational content as we progress.

While we cannot know for certain where Our Lord may lead us in the future, we entrust the Sacred Heart Educational ministry to the loving Heart of our Savior, and to the Immaculate Heart of His Blessed Mother. Please keep us in your prayers, as we will continue to thank God in prayer for all of you; and please check our website for news and further updates regarding our closing schedule, sales, and future plans.

Finally, to all of our beloved customers, benefactors, and friends, the community that has supported us for so many years, we thank you from the bottom of our hearts. Words cannot express our deep gratitude, and the privilege and joy it has been to serve all of you--the tens of thousands if not hundreds of thousands--that have crossed our threshold over the last 40 years. May God bless and keep you, and may you always be sheltered in the Sacred Heart of Jesus.

With deepest gratitude,

The Staff and Board of Directors of Sacred Heart Books and Gifts/Sacred Heart Educational Services

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