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**UNITED WAY ANNOUNCES
IMAGINATION LIBRARY KICKOFF**

United Way, as part of its **Success by 6** initiative, has partnered with the Dollywood Foundation to offer the **Imagination Library** program to children in Central Minnesota. Children enrolled in the program will receive a new, age-appropriate book in the mail each month from birth to age five at no cost to the family. Central Minnesota has approximately 13,460 children under the age of five, all of whom are eligible to enroll in the program.

The events will be held at select Great River Regional Library locations and Pine Meadow Elementary in Sartell. Imagination Library enrollment brochures will be available for parents to sign up their child. Additionally, children who attend the celebration will enjoy special readings from the Imagination Library books.

“Under the leadership of the Board of Directors and the Success by 6 Partnership Team, United Way has identified early learning as a critical issue in our community,” said Noreen J. Dunnells, Chief Professional Officer of United Way of Central Minnesota. “The first six years are vital to the development of young children, and reading to a child on a regular basis greatly increases his or her ability to learn and enter school ready to succeed. We are very excited to offer this program to our community’s children and their families.”

United Way’s Success By 6 is a collaboration to build community support for children during the formative years that influence their entire lives - from birth to age six. By bringing all aspects of our community together, we can address the needs of young children and their families so that all children will be prepared to enter school and ready to succeed in life.

United Way will also offer other resources to parents and their children as part of the initiative. These resources include promoting volunteer efforts with young children, parenting education opportunities and community awareness efforts. These resources, in addition to the Imagination Library books, will be used to encourage parents to be more involved in their child’s development and first learning experiences.

If you are interested in supporting this program or would like to enroll your child, contact United Way at (320) 252-0227 or visit the website at www.unitedwayhelps.org.