



United Way Glenelg

MEDIA RELEASE

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Little Readers of Glenelg

United Way Glenelg (UWG) will celebrate the bright future of the Dolly Parton Imagination Library with an exciting social media challenge during the month of August.

Major partner Portland Aluminium has recently confirmed an additional \$10,000 on top of their current commitment to ensure that children in need receive books and that reading to children can happen anywhere, anytime.

To mark the continuing partnership local residents are being invited to share images of their young readers on either facebook or Instagram. The snaps will then be used to celebrate World Literacy Day with an exhibition at the Portland Library.

UWG Executive Officer Nicole Angelino said the competition was a fitting way to empower parents to be their child's first educators.

"In the two years since its launch the Dolly Parton Imagination Library has reached hundreds of families across the Glenelg Shire, with an incredible 9363 high quality children's books sent out," she said.

"We encourage people to read with children anywhere and anytime so we look forward to seeing lots of great images of children, their families, friends and even pets enjoying books" Ms Angelino concluded.

Portland Aluminium Plant Manager Peter Chellis said the company was proud to be supporting the shire's youngest learners.

"Portland Aluminium is happy to continue our association with the *Dolly Parton Imagination Library* in the Glenelg Shire, we believe it is one of our most beneficial partnerships," Mr Chellis said.

"Today's young readers will be tomorrow's leaders so we are pleased to play a part in ensuring local children have access to books, resources and support that will start them on the path to success at school and on into later life," Mr Chellis concluded.

To enter the competition take a photo of your young reader/s and either upload on Instagram or share to the United Way Glenelg facebook page. Make sure you tag @unitedwayglenelg and use the hashtags #littlereadersofglenelg #imaginationlibrary #alcoa

All photos will go into a draw to win either family tickets to The Owl's Apprentice show in Portland and Casterton (Valued at \$60) and a gift card from Squidlydids (Valued at \$100) or a collection of books from the Dolly Parton Imagination Library.

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