



United Way Glenelg

## ***MEDIA RELEASE***

Monday 11 February 2019

### **Why not give the gift of a book this Valentine's day!**

Share the love of reading with your valentine this year and get behind International Book Giving Day!

This is the message from United Way Glenelg as it plans to increase the number of local children receiving books through the Dolly Parton Imagination Library.

Now in its eighth year, International Book Giving Day takes place on 14th February each year with the goal of getting more books into the hands of as many children as possible, thereby increasing children's access to and enthusiasm for books.

Nicole Carr, Executive Officer United Way Glenelg said The Dolly Parton Imagination Library is increasing the rate of early childhood exposure to reading in the Glenelg Shire by giving children regular access to free books.

"Each year, 130 children are born in the Glenelg Shire. United Way Glenelg believes these children should receive books from birth without the barrier of a waiting list," said Mrs Carr.

"The Dolly Parton Imagination Library is a low-cost early intervention initiative and at just \$90 per year per child, the earlier we make this investment, the greater the return will be later in life"

"Research shows children with access to at least 20 books in the home reach an overall higher level of educational attainment than those without, regardless of the parent's education, occupation, and socio-economic status."

"This year we're asking the community to spread the love and donate to the Dolly Parton Imagination Library for Valentine's Day."

Those interested in making a donation can do so by visiting [www.unitedwayglenelg.com.au/imagination-library](http://www.unitedwayglenelg.com.au/imagination-library) or contact Nicole Carr on 0410 513 305 or [mail@unitedwayglenelg.com.au](mailto:mail@unitedwayglenelg.com.au)

The Dolly Parton Imagination Library provides local children aged 0-5 with new high-quality books and educational resources free of charge to families each month with support from Portland Aluminium, Service Clubs and individuals through the United Way Glenelg Workplace Giving Program, to which the Glenelg Shire staff are part of the "giving" program.

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