

**MEDIA RELEASE**

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**DATE** Friday 6 February 2026

**POP-UP ENROLMENT EVENT TO EXPAND FREE BOOKS TO HEYWOOD CHILDREN**

United Way Glenelg is inviting Heywood and district families to attend a relaxed pop-up enrolment afternoon for Dolly Parton's Imagination Library, helping ensure more local children can access free books from birth to age five.

The community event will be held at Heywood Bakery on Thursday 19 February from 1 PM to 4 PM, providing families with the opportunity to sign up on the spot, view examples of the books included in the program and learn more about the benefits of early literacy.

Children who are enrolled on the day will be offered a free donut, and for those children who already receive a monthly book are encouraged to drop by and share their latest Imagination Library book and grab a donut too!

Dolly Parton's Imagination Library is a free early literacy program that delivers a high-quality, age-appropriate book to registered children every month until their fifth birthday, supporting language development and fostering a love of reading at home.

Funding provided by Atmos Renewables is enabling the program to expand its reach across Heywood and district, ensuring more children can access books in the home from an early age.

United Way Glenelg Executive Officer Nicole Carr said research continues to highlight the impact of the program on early learning outcomes.

"Recent research shows children enrolled in Dolly Parton's Imagination Library are more likely to be read to regularly and have more books in the home. After receiving just 10 books, children are more than twice as likely to show an interest in reading and demonstrate emerging literacy skills that support school readiness."

United Way Glenelg encourages all eligible Heywood families to take advantage of this opportunity and sign up for the program.

Can make the pop-up? Enrol your child here  
<https://imaginationlibrary.com/au/affiliate/PORTLANDVIC/>

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