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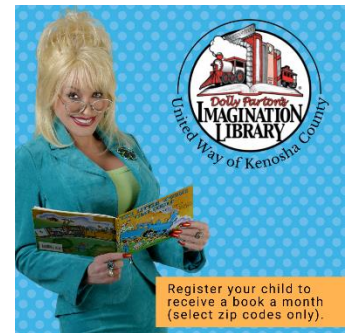
**PRESS RELEASE**

December 10, 2021

**United Way of Kenosha County Launches Imagination Library,  
Puts Books in the Hands and Hearts of Children**

**December 10, 2021 (Kenosha, WI)** — United Way of Kenosha County (UWKC), mobilizing the caring power of our community, is excited to introduce Dolly Parton's Imagination Library. The Imagination Library mails one book a month to enrolled children, at absolutely no cost to the family. This program is now available to all children under the age of five in the following zip codes: 53104, 53170, 53179, 53181, 53192 and 53168.

When Dolly Parton launched the Imagination Library, her vision was to foster the love of reading among preschool children by providing them access to books regardless of their family's income. UWKC is proud to support this mission and kickstart their efforts to get more books in the hands of more children. Currently, families can register their eligible child online at [kenoshaunitedway.org/imagination-library](http://kenoshaunitedway.org/imagination-library) or by completing a paper registration form found at either The Sharing Center (Salem) or The Community Library (Salem or Twin Lakes).

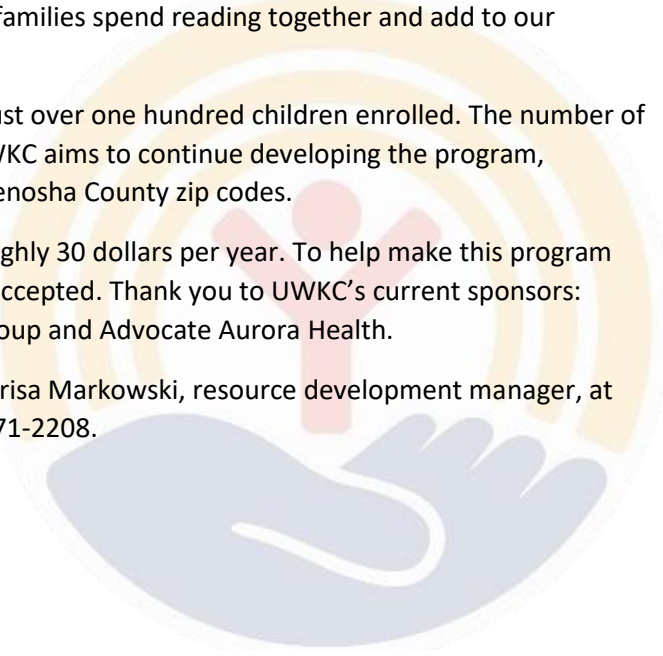


"Parents and caregivers have a huge impact on how their child reads and learns," saysCarolynn Friesch, chief executive officer at UWKC. "Even just the presence of books in the home can positively impact a child's academic, social and emotional development. By providing free books to children under the age of five, we hope to increase the amount of time families spend reading together and add to our community's efforts which promote literacy."

The program is still in its beginning stages with just over one hundred children enrolled. The number of children enrolled, however, grows every day. UWKC aims to continue developing the program, increasing enrollment, and expanding to more Kenosha County zip codes.

Sending one book a month to one child costs roughly 30 dollars per year. To help make this program possible, sponsorships and donations are being accepted. Thank you to UWKC's current sponsors: Gateway Technical College, Johnson Financial Group and Advocate Aurora Health.

For more information and questions, contact Marisa Markowski, resource development manager, at [mmarkowski@kenoshaunitedway.org](mailto:mmarkowski@kenoshaunitedway.org) or (262) 671-2208.





**About Dolly Parton’s Imagination Library**

Since launching in 1995, Dolly Parton’s Imagination Library has become the preeminent early childhood book gifting program in the world, with a vision to create a lifelong love of reading, inspiring children to dream. The Imagination Library mails more than 1.4 million high-quality, age-appropriate books each month to registered children from birth to age five. Program research and results suggest positive increases in key early childhood literacy metrics. Penguin Random House is the exclusive publisher for Dolly Parton’s Imagination Library. For more information, visit *imaginationlibrary.com*.

**About UWKC**

United Way of Kenosha County fights for the health, education, and financial stability of every person. For almost 100 years, UWKC has created positive change throughout Kenosha County by mobilizing the caring power of the community, improving lives, and striving for lasting, positive transformation. Through partnerships and collaborations, UWKC both supports local initiatives with an annual community investment process and manages programs such as Readers are Leaders, Volunteer Income Tax Assistance, SingleCare Prescription Discounts and more.

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