

**News Release.**

**For immediate release – November 23, 2009**



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## **United Way Day at Rotary Read-A-Long Program**

St. John's - United Way of Newfoundland and Labrador volunteers and staff will be participating in a "United Way" day at the Rotary Read-A-Long program being held at St. George's Elementary School in Conception Bay South tomorrow, Tuesday November 24, 2009.

United Way has provided funding to The Rotary Foundation specifically for their Rotary Read-A-Long Program for each of the past two years, in an amount totaling \$16,000. At the heart of this program is a schedule of reading days in which Rotarians and other community role-models read to elementary school children in the classroom. Every class in the school will be visited by a reader who will read a story book for about half an hour and then stay and talk with the children about the importance of reading. With the assistance of United Way of Newfoundland and Labrador, and other community sponsors, Rotary has been able to read to over 16,035 children and has donated over \$136,500 worth of books to school libraries.

United Way of Newfoundland and Labrador is a registered charitable organization whose mission is to improve lives by building stronger communities throughout the province. Funds raised by United Way stay in our communities. The 2008 workplace campaign raised over \$750,000 and of the funds designated to the United Way Community Fund, almost \$450,000 was invested in 42 provincial programs and services.

### **Event Details**

United Way Day at St. George's Elementary

234 Conception Bay Highway

Conception Bay South

10:45am – 11:30am

**Tuesday, November 24, 2009**

*United Way Readers include:*

Sharon Duggan, Board of Directors

Victoria Collins, Director Marketing & Communications, Memorial University

Clayton VanEsch, Regional Vice President, RBC

Tammy Davis, Executive Director, United Way of Newfoundland and Labrador

Jodie Fizzard, Campaign & Communications Coordinator, United Way of Newfoundland & Labrador

### **For further information, contact:**

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United Way of Newfoundland and Labrador

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