



FOR IMMEDIATE RELEASE

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**United Way of Santa Fe County Celebrates Reading on Dr. Seuss's
Birthday**

UWSFC will promote the National Education Association's Read Across American Campaign with snacks, activities, and a book exchange.

Santa Fe, NM – The National Education Association's Read Across America campaign to promote reading is celebrated annually on Dr. Seuss's birthday. UWSFC will celebrate the event with snacks, a free book exchange and fun activities for young children and their families on **Friday, March 2, 2018 at 10:00 a.m. until noon** at the **United Way Early Learning Center at Aspen: 3164 Agua Fria Road, Santa Fe New Mexico, 87507**

Activities at this annual, bilingual event include a reading circle, music, magician, and toddler-oriented craft. Friends and family are encouraged to give gently used children's books. To donate, please drop off anytime between February 23rd at March 2nd at the United Way Early Learning Center at Agua Fria.

UWSFC strives to emphasize the importance of reading to children, every day, beginning at birth. Studies show that reading has meaningful, measurable impact on brain development and memory. Reading hones skills such as language development, communication, and listening, making sure that children begin kindergarten ready-to-learn and are successful throughout their academic careers.

"Reading to young children is very important for their brain development and success in school," Katherine Freeman, CEO, United Way of Santa Fe County, "We are proud to host this event, in honor of Dr. Seuss's birthday."

UNITED WAY OF SANTA FE COUNTY BACKGROUND

Early childhood education and care is the sole mission of United Way of Santa Fe County, with a commitment to ensuring that every child receives an opportunity to succeed in school and in life. UWSFC is committed to engaging the entire community, bringing together people and resources to create opportunities for children and families to achieve their dreams and aspirations.

Beginning in 2004, UWSFC has served approximately 6,000 families by using a two-generation approach, supporting both the children and families in a series of high-quality early childhood programs designed to prepare children to enter kindergarten ready to succeed.

To learn more please visit www.uwsfc.org.