

United Way Blackhawk Region

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**United Way
Blackhawk Region**



MEDIA/ PHOTO ALERT

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United Way to Host Special Scholastic Book Fair Events

(South Beloit, IL) – United Way Blackhawk Region (UWBR), in collaboration with Scholastic Book Fairs, a division of Scholastic, the global children’s publishing, education, and media company, will host sponsored book fairs to get engaging books into the hands of students at three South Beloit elementary schools to encourage a love of reading and learning.

UWBR will provide two free books for every student who attends the event. Additionally, Scholastic will provide profits of the total sales generated at the sponsored Book Fair in the form of Scholastic Dollars. The schools can redeem these Scholastic Dollars for books and other educational resources through the School Resource Catalog to bolster the school’s main library or individual classroom libraries.

“The goal of the book fair is to increase enthusiasm for reading by providing access to a wide variety of titles and encouraging students to choose books that interest them,” said Alan Boyko, President of Scholastic Book Fairs. “Reading is the foundation for lifelong learning, so it’s important that students develop their reading skills at an early age and that reading becomes a part of their daily lives.”

Each book fair will kick off with a special pep rally featuring remarks from the school principal, United Way president, and photos with Clifford the Big Red Dog®. Afterward, students will be invited to browse the book fair and choose their favorite books to read, enjoy, and add to their home libraries. The book fair will include a wide assortment of age-appropriate books including popular series, award-winning titles, new releases, and other great reads from hundreds of publishers.

“United Way is thrilled to give the gift of high-quality books to South Beloit students,” said UWBR President and CEO Mary Fanning-Penny. “Growing up in a home with books and reading daily opens a child’s mind to faraway places, magical adventures and endless possibilities for long-term success.”

What? Media is invited to attend for video and photos with students and Clifford the Big Red Dog®, as well as interview opportunities with school leadership and United Way.

When? Tuesday, Dec. 4th 8:00 – 8:25 a.m. Thursday, Dec. 6th 8:35 – 9:00 a.m. Friday, Dec. 7th 8:35 – 9:00 a.m.

Where? Riverview Elementary 306 Miller St. Blackhawk Elementary 842 Blackhawk Blvd. Clark Elementary 464 Oak Grove Ave.

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