

UNITED WAY OF THE MIDLANDS CONTACTS:

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Save the Date: Day of Action Scheduled for June 21

On Friday, June 21, more than 400 volunteers are partnering with United Way of the Midlands (UWM) during the 4th annual Day of Action to reinforce the importance of summer reading with approximately 575 children in the Omaha-Council Bluffs metro area.

When the school year ends, children in high-poverty environments struggle, not only with basic needs like healthy food, but also to continue their learning. They often experience summer learning loss, or “summer slide,” because they may not have age-appropriate books at home or access to out-of-school learning programs.

In support of year-long literacy, Day of Action volunteers will act as “reading buddies” for children at a number of UWM’s partner agencies and two corporate locations. Each child will receive a literacy kit, provided by Sojern, which includes three books per child, reading activities and information about summer reading programs.

There are still volunteer opportunities available. Companies and other organizations interested in this team-building volunteer event can visit www.unitedwaymidlands.org/dayofaction for more information.

About the United Way of the Midlands

United Way of the Midlands (UWM) has served the Omaha-Council Bluffs metro for more than 95 years. Guided by best practices and community input, it approaches poverty in a specific way – a “united” way. With the support of volunteers, community partners and donors, UWM invests more than 92 cents of every donated dollar in our local community. These dollars fund 110 nonprofit programs that create a circle of support for people in need. When our neighbors have access to basic needs, education and financial stability supports, they can start down the path to independence and success. Please visit unitedwaymidlands.org for more information.

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