

United Way of Northern Nevada and the Sierra
639 Isbell Rd., Suite 460
Reno, NV 89509
775-322-8668
uwnns.org



**United Way of Northern
Nevada and the Sierra**

Media Contact: Scott Walquist, KPS3 Marketing
phone: 775-686-2116
email: scott@kps3.com

FOR IMMEDIATE RELEASE
June 15, 2015

United Way of Northern Nevada and the Sierra To Hold Tune Into Kids Fair as Part of Day of Action

Reno, Nev. – As part of a larger community effort to improve the quality of life in northern Nevada, United Way of Northern Nevada and the Sierra (UWNNS) will host its Tune Into Kids Fair from 9:30 a.m. to 1 p.m. on Tuesday, June 23 at the “town’s park” in Silver City, Nevada (385 High St.) as part of its annual Day of Action. The event is designed to work directly with children in the community to prevent “summer slide” and focus on grade level reading.

The fair is for parents and their children ages 3 to 6, and attendance is free. Space for the fair is limited and reservations can be made by emailing Quest Lakes at quest@theodata.com or by calling 775-287-7598.

Families are invited to bring a picnic lunch at the park. Participants will receive free books through UWNNS and participate in hands-on science projects, and help paint and decorate a new “Little Free Library” that will be donated to the Silver Stage Food Pantry. Little Free Libraries create ways for neighbors to share books. In its most basic form, a Little Free Library is a box full of books where anyone may stop by and pick up a book or two, and bring back another book to share.

“We are very concerned about the potential of ‘Summer Slide’ in our community with students out of school,” said Karen Barsell, CEO and president of UWNNS. “With an extended break away from school, there is opportunity for students to lose the educational ground they have made throughout the school-year, especially in the area of reading.”

Research has shown that children who read during the summer gain reading skills, while those who do not often ‘slide’ backward. According to a report from the National Summer Learning Association, a conservative estimate of lost instructional time is approximately two months or roughly 22 percent of the school year and it is common for teachers to spend at least a month re-teaching material that students have forgotten over the summer. That month of re-teaching eliminates a month that could have been spent on teaching new information and skills.

The Tune Into Kids Fair is part of a global Day of Action, in which United Way galvanizes thousands of volunteers around the world make a difference in their own communities. Last year, nearly 350 United Ways in 14 countries brought people together for projects.

About United Way of Northern Nevada and the Sierra

UWNNS has successfully served northern Nevada for more than 70 years. With a goal to double the number of children in northern Nevada who read proficiently at the conclusion of third grade, UWNNS concentrates on four key pillars needed to achieve the goal: early development and learning, kindergarten readiness and early literacy, early grade success and strengthening families. For more information, call 775-322-8668 or visit www.uwnns.org.

###