



FOR IMMEDIATE RELEASE
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United Way of Northern Nevada and the Sierra, Reno-Tahoe Airport Authority and City of Sparks Create Region's Third Born Learning Trail

Reno, Nev. — As part of its seventh annual Day of Action community service project, United Way of Northern Nevada and the Sierra (UWNNS), employees of the Reno-Tahoe Airport Authority (RTAA) and the City of Sparks will build the region's third Born Learning Trail, an interactive, playful outdoor learning tool that promotes early literacy and encourages physical activity for young kids. The trail is part of United Way's Born Learning program, a long-standing initiative to support early learning and school readiness.

A group of volunteers from the RTAA will install the Born Learning Trail on Saturday, June 21 at Poulakidas Park, located at 530 4th St. in Sparks. The City of Sparks donated park space, as well as staff guidance in building the trail. A special trail dedication will be held that morning at 10:30 a.m. recognizing donors and sponsors. Once the installation by the volunteers is complete, the trail will be open to the public.

The trail will be a user-friendly way to engage people in the community-to help improve children's language and literacy skills while encouraging families to get active. The trail will have 10 fun outdoor/indoor games on engaging signs, in both English and Spanish, each with an easy activity combining early literacy skill development and movement.

UWNNS believes that education is a building block for achieving a quality life. By installing the Born Learning Trail, UWNNS continues to work towards the goal of youth realizing their potential through education leading to better lives and a better community.

Day of Action is a national day of volunteerism mobilizing hundreds of local volunteers to complete community service projects throughout the country. It is anticipated that tens of thousands of individuals will volunteer their time around the world in support of United Way on this day.

The other two local Born Trails are at Miguel Ribera Park located at 3925 Neil Rd. in Reno and Wheatland Park, located at 990 Wheatland Ct. in Reno.

About United Way of Northern Nevada and the Sierra

UWNNS has successfully served northern Nevada for more than 70 years. (UWNNS) has completed an historic direction-setting effort to identify and concentrate on the most important social issues affecting individuals and families in the region. UWNNS has adopted the critical issue of "children reading at grade level" as its focus area moving forward. This adopted issue will allow UWNNS to better prioritize resources to address key issues in order to make the greatest impact and create lasting change. In 2014, UWNNS will reach the goal of \$100 Million raised since we started in 1942. To celebrate this goal, we have established the \$100 Million Club and invite you to join us. For more information, call 775-322-8668 or visit www.uwnns.org.

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