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

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UWNNS Holds Community-Wide Virtual Book Fair

Reno, NV– United Way of Northern Nevada and the Sierra (UWNNS) has announced it is holding a community wide virtual book fair to help raise money to purchase books for Washoe County School District children. For the cost of a latte, northern Nevadans can buy a book for a child in need. UWNNS has partnered with First Book, a national nonprofit organization providing brand new books, to launch this program. To make a donation, community members can visit uwnns.org and click on the First Book link to make a donation.

“This virtual book drive is a way for UWNNS and the community to provide books to our youth to nourish their imaginations and hopefully spark their interest in reading,” said Karen Barsell, United Way CEO and President. “We are asking the northern Nevada community to join us in providing access to new books for children in need. Together we can transform the lives of children and elevate the quality of education by making new, high-quality books available on an ongoing basis.”

During the virtual book fair, every \$2.50 donated will help purchase one book for a child in need. The virtual book drive will run until July 22.

First Book has distributed more than 80 million books and educational resources to programs and schools serving children from low-income families throughout the United States and Canada.

About United Way of Northern Nevada and the Sierra

United Way of Northern Nevada and the Sierra brings the community together to identify our most pressing needs, produce measurable results, and, thereby, improve lives. United Way of Northern Nevada and the Sierra is achieving meaningful impact here in our community by using expertise and knowledge through innovative funding of programs and initiatives that have a positive influence on the people of northern Nevada and the Lake Tahoe communities. For more information, call 775-322-8668 or visit www.uwnns.org.