

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

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## **Back to School Supply Shopping to Benefit United Way**

**Reno, Nev.** – This year when parents and guardians shop for back to school supplies for their children, they have the opportunity to support the northern Nevada community. United Way of Northern Nevada and the Sierra (UWNNS) has partnered with It's My Community Store, an online store of school, office, printer and technology supplies. When shopping for these supplies at [itsmycommunitystore.com](http://itsmycommunitystore.com), a 10 percent donation of the total purchase will go to UWNNS who in turn will be able to assist children in need within northern Nevada and Lake Tahoe Basin. Upon checkout, the user will also have an opportunity to purchase a backpack full of supplies that will then go to a child in the region who would otherwise go without.

“Thousands of children in northern Nevada and the Lake Tahoe Basin start school each year without the tools that they need to learn,” said Karen Barsell, CEO and president of UWNNS. “Because of poverty and other family challenges, these students come to school lacking pencils, paper, calculators, crayons and backpacks and often times teachers purchase students' supplies with their own money. More importantly, too many kids miss the excitement of new school supplies as they began their new school year.”

Individuals can also purchase school supplies at area stores and bring them to the UWNNS office at 639 Isbell Rd, Suite 460 in Reno to support these children in need.

It's My Community Store was created as an easy way for people to support their community and the things that are most important to them. They offers quality products at competitive prices with its product categories meeting multiple needs, including individuals as well as businesses, to the very young and the elderly, to the technology expert, as well as to the electronically challenged. It's My Community Store donate 10 percent of every order back to the charity of the purchasers choice.

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

The foundation that nurtures and supports healthy lives is made up of three, interconnected 'building blocks' – education, financial stability and health. United Way is ideally suited to create positive, lasting change by addressing all three areas as one – through proper expertise, capacity and relationships. Join us! Bring your passion, knowledge and resources to get things done all across our community. We all win when a child succeeds in school, when a neighborhood turns around and when workers have solid jobs. For more information, call 775-322-8668 or visit [www.uwnns.org](http://www.uwnns.org).

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