

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

FOR IMMEDIATE RELEASE

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UPS Top in United Way Workplace Giving in 2015-16

*Northern Nevada Businesses' Employee Donations to Help
Support Early Reading Efforts*

Reno, Nev. (March 17, 2016)– United Way of Northern Nevada and the Sierra (UWNNS) has announced that United Parcel Service (UPS) was the top workplace campaign for 2015-16. Through employee pledges and special events, UPS raised \$283,000 during its annual workplace giving campaign, which ran from Feb. 28, 2015 through Feb. 26, 2016. This also marks the first year since 2012-13 that UPS has regained the honor as the area's top company in workplace giving to UWNNS.

“At UPS we have always had a culture of giving back to the communities in which we live and work,” said Phil Cote, Reno Hub and Feeder Division Manager. “I’m extremely proud of all our employees who donated, helped fundraise and volunteered their time to improve early-age reading in Northern Nevada. We all recognize the importance of taking advantage of this opportunity to help young children reach their full academic and social potential.”

NV Energy held the top honor for the previous two years, and this year, ran a close second with its 2015-16 giving amount of \$267,000.

“Congratulations to UPS and the NV Energy employees on two wonderful campaigns,” said Mary Simmons, NV Energy Vice President, Business Development and Community Strategy. “I believe friendly competition is a great thing when it benefits the incredible efforts of the United Way, and we are thrilled to know these campaigns will go to help many students and families in our community.”

The generosity of these leading companies and their employees is the reason UWNNS is successful in its mission to increase third-grade reading proficiency in northern Nevada, knowing literacy has a direct impact on high school graduation rates, and the economic vitality of our area.

“If a child isn’t reading well when they start the fourth grade, they will likely have a longer-term struggle with learning,” Karen Barsell, UWNNS CEO, said. “Working alongside partners like UPS and NV Energy not only helps us fulfill our mission of increasing early-age reading, but also helps build a thriving community and workforce together.”

The UWNNS programs and partnerships throughout the community are designed to help make the fourth grade and beyond a literacy-fueled journey for our children. Through a vibrant, multi-sector, region-wide effort to raise the bar for grade-level reading, UWNNS is engaging the community and providing increasing opportunities for volunteers and organizations to join projects that support early reading.

About United Way of Northern Nevada and the Sierra

UWNNS has successfully served northern Nevada for over 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.

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