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United Way of Northern Nevada and the Sierra Hosting Winter Reading and Supply Kit Drive

Drive to benefit students in Elko and Winnemucca

Reno, Nev. (October 6, 2016) – United Way of Northern Nevada and the Sierra is collecting winter reading supply kits for students in Elko and Winnemucca now through October 14, and is requesting the support of the Winnemucca and Elko communities. Paired with donations from sponsors and partners, UWNNS will supply 250 kits to designated schools, to in-need students identified by school counselors.

“The beginning of the school year is an exciting time when most students start out with backpacks and the supplies they need to be successful at school,” Karen Barsell, UWNNS CEO said, “but as time goes on, backpacks wear out and supplies are used or lost. Many families can’t afford to replace these items, causing stress on parents and kids, and ultimately decreasing interest in succeeding in school.”

The drive will assist those families with limited resources while reinforcing early learning success and preventing winter break learning loss. And the goal of the drive aligns perfectly with UWNNS’s goal of doubling the number of children in northern Nevada reading proficiently by the end of the third grade.

Materials needed:

- Children’s hats
- Children’s gloves
- Child-safe scissors
- Colored pencils and crayons
- Paper

Each kit will also include a backpack, two books and a parent engagement activity.

Elko Collection Sites:

- U.S. Bank, 801 Idaho St.
- United Way of Northern Nevada and the Sierra, 495 Idaho St., #104

Winnemucca Collection Site:

- U.S. Bank, 180 S. Bridge St.

Drive sponsors are Nevada Volunteers and U.S. Bank. Partners include City of Elko, Cummins Rocky Mountain in Elko, Elko County School District, Humboldt, County School District, JCPenny in Elko, NV Energy, RSVP in Elko, Southwest Energy, UPS and Wingers in Elko.

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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