

United Way Born Learning Academy Press Release Template

This is a press release designed to go to your local media before the start of your United Way Born Learning Academy workshop series. There are multiple ways to get it out:

- Ask for the support of your United Way and/or your school district's Public Information Officer.
 - Upload the info into online Community Calendar features on the websites of your radio and TV stations as well as newspapers (ideally this info goes online a few weeks before classes start).
 - Email to Community Editor, City News or Features Editor of your local newspaper (find contact info on their website). Ideally, send this a few weeks before workshop starts. If workshop is already underway, ask the paper if they can write an article about it.
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DATE:

CONTACT: (Insert name, title and cell phone for person who can answer questions about the program.)

***(Insert name of school)* Offers School Readiness Workshops For *XXX (insert your community)* Families**

(Insert your town) – *(insert name of school)* is offering a free parent workshop series to help families in *(insert your town)* ensure their young children are prepared for school.

“It’s the simple things that make a difference in building a young child’s foundation for success in school and life,” says *XXX (insert name of your school principal or superintendent here)*. “It’s not flash cards or expensive educational toys – it’s things like making your grocery trip into a treasure hunt for colors and shapes. Everyday activities are fun, easy opportunities to encourage learning.”

The United Way Born Learning Academy offers parents tips, tools and resources to do just that. It’s a series of six free workshops that provide families with young kids additional resources to turn everyday activities into early learning moments. The workshops are at night in *(XXX school)*, with food and childcare provided.

Supported by *XXX (insert name of your funder and partners)*, it’s one of nearly 100 United Way Born Learning Academy programs in Kentucky, West Virginia and Indiana. It was created by United Way of Greater Cincinnati with local school leaders and Northern Kentucky University, in partnership with United Way Worldwide’s Born Learning public engagement campaign (www.BornLearning.org).

Why does early learning matter? Experts say the first few years are one of the most critical times for a child’s development. Kids who get the right learning opportunities in



their early years are more likely to graduate high school, go on to college, stay married and be productive citizens.

But kids who come to school without the cognitive, social-emotional, and physical skills needed have a harder time learning basics like reading. By the end of third grade, kids who can't read on grade level are four times as likely to drop out of high school, research says.

In XX ... XXX (insert your local or state school readiness info here if you have it. This data is usually gathered by the state education department. If you don't have it, drop this paragraph.)

The United Way Born Learning Academy is offered to any families with kids under five in XXX (*insert your community*). The workshops focus on how to turn everyday moments into learning opportunities. They're also a chance to connect with other families, and learn new skills. Parents are not required to have a child enrolled at the school to attend. Workshops are set for (*insert time*) on the following dates:

- Date 1
- Date 2
- Date 3
- Date 4
- Date 5
- Date 6

For more information and to register, parents and caregivers should contact (*insert program contact, cell phone and email*)

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About United Way Born Learning Academy

Born Learning is a public engagement campaign helping parents, caregivers and communities create early learning opportunities for young children. Designed to support parents in their critical role as a child's first teacher, Born Learning educational materials have been available through the efforts of United Way since 2005. In 2007, United Way of Greater Cincinnati Success By 6, Kenton County Schools under the direction of former Superintendent Tim Hanner and Northern Kentucky University partnered to develop the Born Learning Academy. The Born Learning Academy is a series of parent workshops that engage expectant parents and families with young children to support early learning and school readiness. With support from Toyota Motor Manufacturing Kentucky, Born Learning Academies are designed to increase kindergarten readiness in the Northern Kentucky area, and will undergo a national replication process to increase kindergarten readiness across the United States. Early childhood faculty members Dr. Helene Arbouet Harte and Dr. Jaesook Gilbert of Northern Kentucky University developed the parent workshop curriculum, training guide and supplemental materials.