United Way
of the Quad Cities Area

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News Release

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FOR IMMEDIATE RELEASE
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May 15 Imagination Library 5K Run/Walk and Fun Run Celebrates United Way's Imagination Library

Saturday, May 15 marks the second annual Imagination Library 5K (IL5K) Run/Walk and Fun Run. The IL5K will start at 17th and River Drive in Moline with the run/walk at 8am and a fun run at 9am. Following the race, participants and their families will enjoy a fun-filled post race party at Bass Street Landing with inflatables for the kids, food and music. The event will celebrate United Way's Imagination Library's second birthday in the Quad Cities while helping to raise resources for the initiative. Race day registration and packet pick-up are available at 7am on May 15 at Bass Street Landing.

In 2008, United Way of the Quad Cities Area launched Imagiantion Library - a community-wide effort to increase the number of children entering kindergarten developmentally ready to learn. Through Imagination Library children 0-5 living in Scott or Rock Island county are eligible to receive one, free book per month to promote literacy and a passion for learning.

"United Way is pleased with the success of Imagination Library and the opportunity to celebrate the iniative with the community," said Scott Crane, president at United Way. "We estimate that over 400 Quad City children will receive books for the next year through the resources raised during the Imagination Library 5K."

To date, over 13,000 Rock Island and Scott county children have participated in the program. 93% of the parents whose children receive Imagination Library books say they are more encouraged to read to their children due to having access to books; and 87% responded saying that receiving Imagination Library books has made their child more interested in books.

Thank you to Elite sponsors Alcoa and Star 93.5.Post Race Party sponsors: Hy-Vee Food Stores, Midland Information Resources and Dr. Pepper Snapple Group. Other sponsors include: Cleaveland Insurance, DHCU Community Credit Union, Enterprise Rent-A-Car, Humana Marketpoint, McLaughlin Motors, Shive-Hattery, America's Incredible Pizza, Kennedy Chiropractic, Monkey Joe's, Transitions Mental Health Center, AAA Rental, and ESI.

Imagination Library is a part of United Way's work to meet immediate needs and create long-lasting changes addressing the root causes of problems in the areas of Education, Income and Health.

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