

NEWS RELEASE

For immediate release

United Way
of Fort Smith Area



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What will you do on the longest day of the year? Day of Action scheduled June 21

(Date, FORT SMITH, AR) — United Way of Fort Smith Area will launch its first ever Day of Action on June 21 by promoting Dolly Parton's Imagination Library. Volunteers at the Fort Smith Public Library and each of the three branches, along with Books-A-Million will be enrolling children in the educational program. Children from birth to their fifth birthday enrolled receive a new, age-appropriate, hard cover book sent to them at their home each month. The program is offered to families at no cost.

Day of Action is:

- A call to action for individuals to give, advocate and volunteer on issues relating to education, income and health.
- An opportunity to send a clear message about United Way's work and its impact in the community.
- A chance to recruit more champions to the work - beyond the workplace.
- A chance to be part of something bigger a nationwide movement for change.
- An opportunity to position United Way outside of fundraising; to lead by example with opportunities to volunteer and to advocate.
- A chance to show the world what it means to LIVE UNITED.

Volunteers are needed 12:00pm - 2:00pm to staff each location. For a chance to be a part of something bigger contact Nicki Babb, Director of Community Impact Initiatives and Marketing at nicki.babb@unitedway.org or 782-1311.