United Way Expands its Special Scholastic Book Fair Events

(South Beloit, IL) – United Way Blackhawk Region (UWBR) believes empowering students to choose their favorite books to read, enjoy, and add to their home libraries helps to encourage a lifelong love of reading and learning.

In collaboration with Scholastic Book Fairs, a division of Scholastic, the global children’s publishing, education, and media company, UWBR has renewed and expanded its sponsorship of book fairs to get engaging books into the hands of students at three (Title I) elementary schools in the South Beloit Community Unit School District 320 (also known as County of Winnebago School District 320) located in South Beloit, Illinois along the Illinois-Wisconsin border.

At its October 15, 2019 meeting, UWBR’s Board of Directors unanimously approved an addition to its original three-year financial commitment. In addition to the annual winter Book Fair(s), UWBR is adding to the calendar Scholastic Book Fair(s) prior to the end of school to equip students with summer reading materials.

At each Scholastic Book Fair it sponsors, UWBR will provide students with two free high quality books.

“We are thankful to United Way Blackhawk Region and its donors for sponsoring Scholastic Book Fairs, now twice a year in our South Beloit elementary schools,” said South Beloit Community Unit School District Superintendent Scott Fisher. “As educators, we recognize how exciting it is for students to make their very own book selections. The United Way-sponsored Book Fairs allows kids to choose from popular series, award-winning titles, new releases, and other great reads. This generous sponsorship will help to further engage students and develop reading skills.”

At the United Way sponsored Book Fairs, Scholastic will also provide profits of the total sales generated at the Book Fair in the form of Scholastic Dollars. The schools can redeem these Scholastic Dollars for books and other educational resources through the School Resource Catalog to bolster the school’s main library or individual classroom libraries.

“United Way is thrilled to give the gift of high-quality books to South Beloit students,” said UWBR President and CEO Mary Fanning-Penny. “Growing up in a home with books and reading daily opens a child’s mind to faraway places, magical adventures and endless possibilities for long-term success.”
MEDIA PHOTO ALERT

What?  Media is invited to attend for video and photos with Blackhawk Elementary students and Clifford the Big Red Dog®, as well as interview opportunities with school / district leadership and United Way Blackhawk Region.

When?  School Assembly begins at 9:15 a.m. on Thursday, December 5th

Where?  Blackhawk Elementary
840 Blackhawk Blvd.
South Beloit, IL 61080

Principal:  Mike McCoy  
(815) 389-4001

About United Way Blackhawk Region
United Way fights for the health, education, and financial stability of every person in every community. We win by Living United, by forging unlikely partnerships and by finding new solutions to old problems; by mobilizing the best resources; and inspiring individuals to join the fight against a common foe, each community’s most daunting social crises. United Way Blackhawk Region Lives United against poverty, family violence, hunger and homelessness to name a few, by providing community grants and resources to 54 human services programs at 29 nonprofit agencies in Rock County, Wis. and northern Winnebago County, Ill. More information is available at LiveUnitedBR.org or engage on social media via Facebook, Twitter, LinkedIn and Instagram.

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