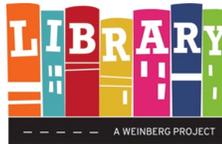




The Harry and Jeanette Weinberg Foundation, Inc.



MEDIA ADVISORY

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UNITED WAY, WEINBERG FOUNDATION CELEBRATE READ ACROSS AMERICA DAY

EVENT ALSO MARKS START OF LIBRARY PROJECT BOOK DRIVE

- WHO:** United Way of Central Maryland volunteers and Baltimore Raven and United Way ambassador Lardarius Webb, together with The Harry and Jeanette Weinberg Foundation
- WHAT:** Volunteers, including Lardarius Webb will convene at 15 schools and child care centers across central Maryland to celebrate Read Across America Day in honor of Dr. Seuss' Birthday. This also marks the start of the Weinberg Foundation's 4th annual, month-long community-wide Book Drive benefitting the Baltimore Elementary and Middle School Library Project.
- WHEN:** Monday, March 2 (Read Across America Day); 9:00-10:30 a.m.
- WHERE:** The Historic Samuel Coleridge-Taylor Elementary School
507 W. Preston Street, Baltimore, MD 21201
- CONTACT:** Danielle Hogan, Director, Marketing and Communications, United Way of Central Maryland, 410-895-1573, danielle.hogan@uwcm.org

To commemorate Dr. Seuss' birthday, 140 United Way volunteers in central Maryland including ambassador Lardarius Webb will read Dr. Seuss' *The Cat in the Hat*, complete reading comprehension activities and make hats with students as part of Read Across America Day. Volunteers will convene at a total of 15 schools and child care centers across central Maryland to not only demonstrate the importance of reading, but that it can be fun and exciting.

In Maryland, research shows that 57 percent of third graders cannot read at grade level and poor readers in the fourth grade are four times more likely to drop out of school. United Way of Central Maryland is dedicated to making a difference in the lives of local youth so that they can learn to read, read to learn, and succeed in school and beyond.

This event also marks the start of the 4th annual Baltimore Library Project Book Drive. United Way of Central Maryland is a Library Project partner. Those interested in participating will be able to donate online either by scanning a QR code included on all print promotional materials that will link directly to the donation page or by [clicking on this link](#). Every \$7 buys a brand new book! In addition, bins will be available at select Baltimore-area businesses, organizations, and schools to collect **NEW, hardcover children's books**.

The new books collected—either through online donations or at drop-off locations—will be placed in this year's newly renovated school libraries. For complete details on this year's Book Drive, including book bin locations, visit the Library Project website: www.baltimorelibraryproject.org.

In the event of inclement weather:

If Baltimore City or County Schools are closed or delayed, this event will be re-scheduled.

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About The Harry and Jeanette Weinberg Foundation

The Harry and Jeanette Weinberg Foundation, one of the largest private charitable foundations in the United States, provides approximately \$100 million in annual grants to nonprofits that provide direct services to low-income and vulnerable individuals and families, primarily in the U.S. and Israel. Grants are focused on meeting basic needs and enhancing an individual's ability to meet those needs with emphasis on older adults, the Jewish community, and our hometown communities of Maryland, Northeastern Pennsylvania, and Hawaii. The trustees, some of whom also serve as executive officers of the Foundation, are Donn Weinberg, Barry I. Schloss, Robert T. Kelly, Jr., Alvin Awaya, and Chair Ellen M. Heller. Rachel Garbow Monroe serves as the Weinberg Foundation's President and Chief Executive Officer. For more information, please go to www.hjweinbergfoundation.org.

About United Way of Central Maryland

For 90 years, United Way of Central Maryland has been the region's human service leader, encouraging all central Marylanders to give, advocate and volunteer. Its mission is to mobilize the community to improve people's lives. United Way is dedicated to helping individuals and families facing poverty meet their basic needs, stabilize and achieve self-sufficient lives. By drawing upon local knowledge, data and expertise to understand the community's needs, United Way is able to identify where gaps exist and concentrate on what works in addressing them – serving as a powerful advocate on critical health and human issues. United Way supports programs and initiatives in the city of Baltimore and Anne Arundel, Baltimore, Carroll, Harford and Howard counties. For more information, visit www.uwcm.org.