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United Way of
Southwestern Pennsylvania

United Way, KPMG launch 100,000 Books Campaign
Announces plans to help young learners strengthen reading skills

PITTSBURGH, PA (Dec. 15, 2016) – United Way of Southwestern PA has partnered with KPMG to launch United Way’s 100,000 Books Campaign. The effort will provide reading, learning and relationship-building opportunities to help students in under-served areas work toward positive academic and personal futures.

“The children in our community are one of United Way’s top priorities,” Bob Nelkin, CEO, United Way, said. “Right now, in Allegheny County, students are struggling to develop the literacy skills they need to grow into successful adults. This campaign will ensure the future leaders of our community have the tools, skills and mentors they need to build successful futures.”

Students reading at grade level by the end of third grade are four times more likely to graduate high school. When kids have access to their own books, their interest in reading increases by nearly 300%.

The campaign rallies local leaders and engages community volunteers to help provide children with easy access to reading materials, programs and positive role models. By creating a strong foundation and learning environment, local children will have the necessary tools to gain the literary skills they need to grow into strong leaders for the community.

Over the next three years, United Way’s 100,000 Books Campaign will:

- Improve the reading skills of local children in need and give them better access to books.
- Create supportive connections between adult volunteers and at-risk students.
- Reinforce the importance of building early literacy skills to parents and caregivers.
- Improve graduation rates resulting in greater independence in the long-term.

“KPMG is honored to have helped develop this campaign and work with United Way to put it into action,” Bob Krizner, office managing partner, KPMG Pittsburgh, said. “By having volunteers read to and work with students, we are creating important

relationships that will help encourage local kids to achieve their goals. Whether you are a CEO, young professional looking to volunteer, or just love to read and want to support, we need all of you to get involved.”

Corporate leaders, business professionals and community members are encouraged to get involved by making a financial commitment; helping to raise awareness by supporting the campaign; gathering new books to donate to local kids or schools; or developing a team of volunteers to help foster lasting reading relationship with early learners.

To learn more or create your own campaign, please visit <http://bit.ly/100KMyUW>.

About United Way of Southwestern PA – United Way of Southwestern Pennsylvania, serving Allegheny, Westmoreland, Fayette and Southern Armstrong counties, leads and mobilizes the caring power of individuals, the business community and organizations to help local people in need measurably improve their lives. United Way creates long-lasting change for the betterment of our community.

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