



United Way
of Broome County

United Way of Broome County, Inc.
PO Box 550
Binghamton, NY 13902-0550

For more information:
Bruce Dudley, Communications Director
Office: 240-2005
Home: 770-7696

June 21, 2010

A Nation Takes Action on Education

United Way's National Day of Action focuses the country's attention on education.

(BINGHAMTON, NY) – June 21 is the longest day of the year, with more daylight hours than any other day. June 21 also is the United Way's National Day of Action and a chance to learn more about education issues. "United Way has put a stake in the ground on education. Our goal is to cut the number of high school dropouts in half by 2018", said Mei Cobb, vice president, volunteer and employee engagement, at United Way Worldwide.

In Broome County, United Way has literally put a stake in the ground on education. "Almost two years ago we installed the first Born Learning Trail in New York State right here in Otsiningo Park. Today we're here to reinforce the importance of early learning", said Alan Hertel, executive director of United Way of Broome County.

The Born Learning Trail provides nine different stations where parents can engage in activities with their children. Tonight the stations were a little extra special as staff from United Way, Four County Library System, Finch Hollow Nature Center, The Zoo at Ross Park, and the Broome County YMCA provided demonstrations for kids and information to parents about how to support early learning with their children.

-more-

Action on Education
page two

“Children start learning at birth. The foundation for future learning is laid in the first few years, and high school dropouts often are years in the making. We want to take today to encourage parents to be active in their child’s learning”, said Hertel.

Parents interested in learning more about how to support early learning are encouraged to visit the Born Learning website, www.bornlearning.org, or contact United Way of Broome County at (607) 240-2000.

###