

United Way of the Brazos Valley Prepares to Assemble 1,500 Baby Bundles for Early Literacy

By Emma Wright, United Way of the Brazos Valley

BRYAN, TX (June 20) - For the first time since 2019, United Way of the Brazos Valley will assemble 1,500 Baby Bundles on June 21 with the help of over 80 community volunteers. Baby Bundles are early learning kits that include a baby's first book, reading tips for new parents, childcare resources, a coupon for a free book at a local library, and a tactile toy. Every year, United Way delivers over 2,000 Baby Bundles to local hospitals for the parents of newborn infants.

"In addition to providing baby's first book, Baby Bundles provide tips and resources for parents to help them engage their babies with more opportunities to learn throughout childhood," said Peggi Goss, President and CEO of United Way of the Brazos Valley. "Reading to babies early and often is the key to helping them expand their vocabulary and set them up for future success in school."

June 21 is United Way Worldwide's Day of Action, in which volunteers are invited to participate in a community service activity with their local United Way. Since it is the longest day of the year, United Way of the Brazos Valley is excited to spend the extra minutes in collaboration with local supporters to make a positive impact.

Baby Bundles are part of United Way's goal to improve youth literacy in the Brazos Valley. According to a study from the National Center for Education Statistics, 61% of low-income families have no children's books in their homes. The Early Literacy programs at United Way of the Brazos Valley aim to ensure that all children have access to books regardless of their socioeconomic status.

United Way is grateful for the sponsorships that make Day of Action possible. This year's sponsors are Entergy Texas, PNC Bank, Junior League of Bryan-College Station, the Clifton C. and Henryetta C. Doak Charitable Trust, and the Nina Astin Winkler Charitable Trust.

United Way of the Brazos Valley fights for the health, education and financial stability of every person in the Brazos Valley. To learn more about United Way of the Brazos Valley and support their mission, visit uwbv.org.

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