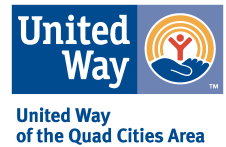


**United Way  
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## News Release

**August 11, 2009**

**For Immediate Release**

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# Operation READ Kicks Off for 2009/2010

## *Informational breakfast to be held August 21*

United Way of the Quad Cities Area is hosting an informational breakfast on Friday, August 21 at 8:00 am at the Wilson Center on the campus of Augustana College, to kick off Operation READ for the school year. Operation READ promotes literacy and the love of books for elementary school children around the Quad Cities.

Volunteers are asked to commit one hour per week for a month. Operation READ teams visit one of six sites each week to read a book and interact with students. At the end of each month, students are given a book of their own to take home.

Operation READ began in 2007 with just two sites and increased to six total sites for the 08/09 school year. The program was started as a result of the Developmental Assets survey done by United Way in 2005. Reading for pleasure was among the lowest ranking assets with only 22% of our area youth reporting that they spend three hours or more reading for pleasure each week. Operation READ creates a framework to help build that asset in children in their early school years.

Operation READ is sponsored by M.A .Ford and Modern Woodmen of America.

The Wilson Center is located in the College Center at Augustana College, on the southwest corner of 7th Ave. and 38th St. in Rock Island, Illinois. To RSVP for the breakfast contact Leslee Cook at [lcook@unitedwayqc.org](mailto:lcook@unitedwayqc.org) or 563-344-0321.

**-END-**

**GIVE. ADVOCATE. VOLUNTEER.  
LIVE UNITED.** 