

NEWS RELEASE
North Olympic Library System
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FOR IMMEDIATE RELEASE

Date: November 30, 2020
Contact: Jennifer Knight, Youth Services Librarian
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Subject: Dolly Parton's Imagination Library
Attached: *DPIL-SocialMedia.jpg, United Way logo.jpg, north-olympic-library-foundation-logo.png*

The North Olympic Library System (NOLS) is excited to announce the launch of Dolly Parton's Imagination Library. Now, children under the age of five who live in Clallam County can register to receive a free book in the mail every month! Funded through United Way of Clallam County with support from the North Olympic Library Foundation, registration for the program is being administered by the North Olympic Library System. Parents or legal guardians can register their children at www.nols.org/imagination-library.

Since launching in 1995, Dolly Parton's Imagination Library has become the preeminent early childhood book-gifting program in the world. The flagship program of The Dollywood Foundation has mailed well over 100 million free books in Australia, Canada, The Republic of Ireland, United Kingdom and the United States. The Imagination Library mails more than 1.4 million high-quality, age-appropriate books each month to registered children from birth to age five. Dolly envisioned creating a lifelong love of reading, inspiring them to dream. The impact of the program has been widely researched and results suggest positive increases in key early childhood literacy metrics.

"We have been talking about Dolly Parton's Imagination Library for a few years" commented North Olympic Library Director, Noah Glaude. "Research clearly shows that reading to kids prepares them for school; having access to books at home can make a huge difference later on.

This summer, during the pandemic, we asked local childcare providers and Head Start programs how we could help support them and the response we heard over and over again, was that their families wanted access to books. With the uncertainty of the pandemic, launching this program seemed even more important.”

Christy Smith, the CEO of United Way, agreed. “It was really apparent early on that there was a need in the community. When the library approached us about the idea, I was really excited about the possibility of bringing the program to our community. Reading and supporting early literacy in the community has been a key part of what we offer. We are looking forward to working on this project with the library.”

\$16,000 of seed funding for the program was provided by United Way. The North Olympic Library Foundation provided an additional \$6,500. “We have a great start to the program,” said Smith, “However, costs for the program are ongoing. Books offered through the program cost approximately \$2.10 each. For \$25 a year, we can support a year’s worth of books per child. The program will take community support to continue.” To help support this program, visit www.unitedwayclallam.org, or contact United Way of Clallam County directly at 360.457.3011.

About United Way of Clallam County

United Way of Clallam County envisions living in a place where everyone is supported socially, economically and in their physical and mental health. United Way of Clallam County’s mission is to strengthen our community by helping people live safe, healthy, and productive lives. They do this by: being a constructive voice for human service needs in Clallam County; providing a way for people to give, advocate, and volunteer in our community, and leading collaborative, community-wide efforts to obtain and provide resources to enhance community well-being.

About the North Olympic Library Foundation

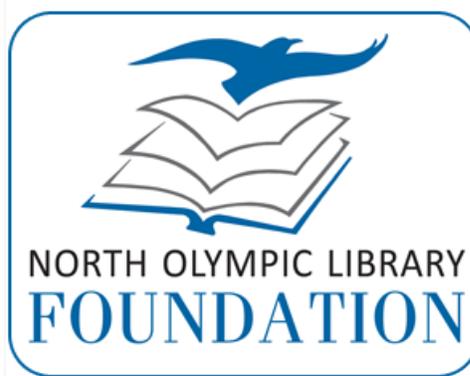
The North Olympic Library Foundation was created in 2012 to provide enduring support for the North Olympic Library System, its services, programs and collections. The Foundation supports library related activities that help enrich lives and reach beyond library walls. For

more information on the Foundation and its efforts, visit

www.northolympiclibraryfoundation.org/.



United Way
of Clallam County



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