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**United Way of
Kenosha County**



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FOR IMMEDIATE RELEASE

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**United Way of Kenosha County Celebrates Read Across Kenosha:
A Community Literacy Event**

*In partnership with Kenosha Unified School District (KUSD) and local educators,
Read Across Kenosha brings community members to local classrooms*

January 24, 2024 (Kenosha, WI) — United Way of Kenosha County (UWKC), Unifying Voices, Amplifying Impact, will celebrate its 14th Annual Read Across Kenosha: A Community Literacy Event on Thursday, March 7, 2024 in conjunction with National Education Association's annual Read Across America Day. This year's event is once again the exciting in-person event community volunteers might recognize as Readers Are Leaders Day. Here is what is in store for Read Across Kenosha 2024.



United Way of Kenosha County volunteers read to excited readers during the 2023 Read Across Kenosha event, sharing smiles and a passion for literacy. (Photo courtesy of Kenosha Unified School District).

Left: Tamarra Coleman, executive director at Shalom Center and Willow Newell, Miss Kenosha 2023

Right: Kandace Young, Owner/Operator at Culver's of Kenosha-Burlington Road and Scoopie

The event looks to engage more than 200 volunteers with classes across Kenosha, increasing involvement and participation from last year. Volunteers will gather at a kickoff event at One Voice Church (7506 25th Ave.) at 8 a.m. on March 7 to pick up materials, including books and other items to donate to their assigned classroom and an event t-shirt. From there, volunteers will head to their assigned classrooms to share their love of literacy with Kenosha's students. Readings in classrooms will take place between 9 a.m. - 12 p.m. based on volunteer and classroom availability.

Each participating K-3 classroom will receive a grade-appropriate, featured book, such as *Change Sings* by Amanda Gorman or *One Fish Two Fish Red Fish Blue Fish* by Dr. Seuss, for students to enjoy long after the one-day event.



“As 2023 marked United Way of Kenosha County’s first in-person event since 2020, I am looking forward to helping to grow Read Across Kenosha in its return this year,” says Marisa Markowski, director of resource development at UWKC. “Last year, roughly 150 volunteers came together to celebrate this momentous day of literacy. This year, I think we will exceed over 200 participating volunteers and classrooms.”

In Kenosha County, [Building Our Future](#) reports that only one in three third graders is reading proficiently at grade level. This is a crisis for our community, and United Way of Kenosha County is dedicated to being a part of the solution.

“Improving literacy rates throughout the community continues to be a fundamental focus of our efforts at United Way of Kenosha County,” saysCarolynn Friesch, chief executive officer at UWKC. “The continual outpouring of enthusiasm and support surrounding Read Across Kenosha and our other literacy initiatives drives us to continue working together with our community partners and sponsors. In doing so, we can maximize resources to help improve literacy rates across Kenosha. Thank you for reading with us!”

United Way of Kenosha County sends its heartfelt gratitude to its Read Across Kenosha Sponsors: Gateway Technical College and LMI Packaging. Companies that are interested in supporting this event and other literacy initiatives should contact Marisa Markowski at (262) 671-2208.

In 2022, Read Across Kenosha turned virtual, engaging local leaders, such as City of Kenosha Mayor John Antaramian, with over 300 classrooms via pre-recorded and live virtual readings. Students and families can enjoy these Read Across Kenosha moments from their own homes by tuning in to the videos, which are available on [United Way of Kenosha County’s YouTube Channel](#).

In addition to Kenosha Unified School District, local educators and their classrooms from Salem Consolidated Grade School, Bristol School, and Tall Oaks Academy are also participating in Read Across Kenosha. If you are an educator in Kenosha County, United Way of Kenosha County invites you and your students to get involved.

Share your love of literacy and get involved by registering your classroom, volunteering, or sponsoring Read Across Kenosha. Visit: <https://www.kenoshaunitedway.org/read-across-kenosha-event> or for more information, contact Marisa Markowski at (262) 671-2208.

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About UWKC

United Way of Kenosha County is committed to connecting diverse voices and maximizing resources to collectively strengthen and uplift Kenosha County. For 100 years, UWKC has unified voices and amplified impact with a vision of an equitable Kenosha County. Through partnerships and collaborations, UWKC both supports local initiatives with an annual community investment process and manages programs such as Readers are Leaders, Volunteer Income Tax Assistance, Day of Caring and more.