



Imagination Library of Waco Client Media Kit

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Subject: Imagination Library of Waco's 2023 recap brings exciting goals for new year

Since our beginning in December, 2020, we've delivered 28,269 books to 1,785 children across the Waco area. Now, as we enter 2024, Imagination Library of Waco is pleased to reflect on our 2023 accomplishments as we celebrate our continued growth to serve the community.

October was a busy month for Imagination Library of Waco. On Oct. 8, we launched our first large-scale fundraiser, the Great Waco Duck Race, with tremendous success. The Waco community showed their support for early childhood literacy as we raised over \$25,000 and registered almost 20 children for the program.

At the end of October, we expanded to our seventh Waco-area, McGregor, thanks to a generous sponsorship from Rocket Federal Credit Union. We're expecting to serve 80+ children within the next twelve months as we increase our involvement within the McGregor area.

In 2023, Imagination Library of Waco aimed to increase our community involvement by participating in four events. Thanks to your support, we surpassed this goal and participated in six total events to spread awareness about our program to parents across Waco.

As we move into 2024, Imagination Library of Waco has a few goals that we are excited to announce.

Because of our growth, we're working to expand our board from six members to nine members this year. The additions to our board will help us continue to serve our seven Waco-area zip codes and ensure that we can accommodate for future opportunities.

We're also in the process of planning the 2024 Great Waco Duck Race. We'll offer activities for families, food to snack on, and of course, race rubber ducks down the Brazos River. If you missed our duck race last year, be on the lookout for more information because you won't want to miss out. In 2023 we raced 6,000 rubber ducks, and in 2024 we hope to fill the Brazos with even more as we promote Imagination Library.

Finally, Imagination Library of Waco wants to begin producing a series of videos to inform and educate parents on the benefits of the Imagination Library program and help them be as successful as possible with the books they receive.

We're incredibly thankful for the support we've received from the community in the past year. The Imagination Library of Waco works hard to ensure that parents of children ages 0-4 feel supported in their literacy journey.



Kick off summer right with the Imagination Library of Waco

As the days grow longer and the weather warmer, we all know that summer is right around the corner. Now, for many of you, it's time to figure out what activities to pack in to keep your little ones entertained. Whether it's a trip to the lake, or a barbecue in the backyard, don't forget to keep reading a part of your summer routine.

Here's some reasons why it's important to keep reading, even over the summer.

- 1. Fuel imagination.** During the early stages of development, it's important to stimulate your kiddo's brain! The books mailed with Dolly Parton's Imagination Library are guaranteed to keep your child entertained and boost their creativity. As your child grows and begins to play on their own, they'll already be imagining different characters and worlds to explore. The books your child receives will teach them important lessons about the world around them, helping to boost both curiosity and empathy.
- 2. Foster early language skills.** Starting reading early introduces babies and young children to a variety of words they've never seen before. Simply exposing children to new words helps build the important language pathways in your child's brain. Even if your child can't communicate verbally, reading is still a great way to foster their cognitive development. Research shows that children who are read to regularly are exposed to at least 290,000 more words by the time they enter kindergarten than those who aren't! Reading helps set your child up for lasting success, so get started today.
- 3. Cultivate lasting bonds.** On top of the cognitive benefits, reading also has emotional benefits. Having a scheduled time to read, whether it be right after breakfast or right before bed, helps children stay grounded and connected with you. This time should be focused and free of distractions, without any expectations other than reading a book together. Making story-time a dedicated moment to focus on your child while reading in soothing tones boosts sensory development and calms their minds.
- 4. Inspire a love for reading.** Developing reading habits early will foster a lifelong adoration for reading. Reading to your child once a day from birth helps them get excited to learn. By the time your child enters school, they'll already be well on their way to developing reading comprehension skills, making reading a joy instead of a chore. Books sent by the Imagination Library are entertaining, vibrant tales that your child will love and come back to time and time again.

Starting reading early not only boosts cognitive development, but also emotional development and your child learns from story time. As your child grows, ask them questions about the books you're reading to get them thinking. Help them identify different emotions by asking them to identify what the characters are feeling.

Reading is an activity that has year-round importance. So, what are you waiting for? Grab a book and get settle down! Because, after all, reading doesn't take a summer vacation.

About Imagination Library of Waco

Imagination Library of Waco was started in December 2020 and is the local affiliate of Dolly Parton's Imagination Library. Imagination Library as a whole aims to increase early childhood literacy by providing free, age-appropriate books to children from birth to age five. Once parents register their children, they will receive one book a month until their child's fifth birthday, helping them acquire 60 books by the time they enter kindergarten. To date, Imagination Library of Waco has enrolled over 1,700 children in seven different Waco-area zip codes. Parents or guardians can register their children ages 0-4 online at <http://www.ImaginationLibraryWaco.org> or at other community events throughout the year.

SPRING INTO A NEW CHAPTER



**JUMP INTO READING WITH
DOLLY PARTON'S IMAGINATION LIBRARY.**

ENROLL

We encourage all parents of children ages 0 to 4 to enroll their children either online or in person at one of our local community partners.

Visit our website:
imaginationlibrarywaco.org/registration

RECEIVE

Children receive one book each month up until their 5th birthday. Families receive books through the mail, 100% free of charge!

All books are age-appropriate for an enjoyable reading experience.

READ

It's as simple as that! The Imagination Library strives to get children prepared for kindergarten by making sure they have the reading tools they need to succeed. Children enrolled in the Imagination Library will collect 60 award-winning, free books by the time they turn 5.

7

eligible zip codes

1,531

children
enrolled

29, 800

books
delivered

QUESTIONS?

Visit us online at imaginationlibrarywaco.org to find out more about Dolly Parton's Imagination Library. Our website can answer FAQ's and help you figure out the best way to register your child. So don't wait, visit us today!

Dolly Parton's Imagination Library May 2024 book list Instagram post

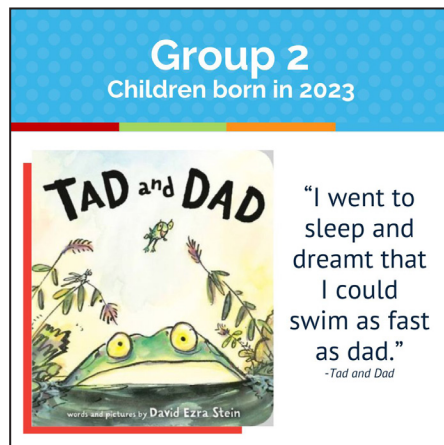


1: Introduction/cover post

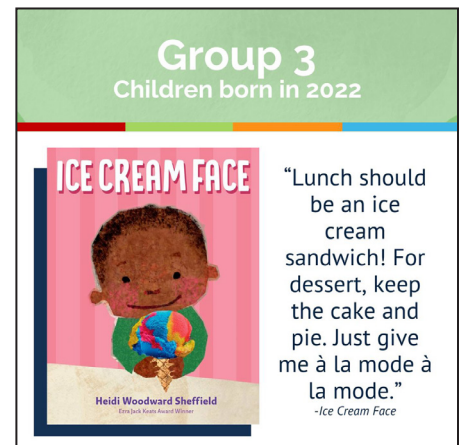
Caption: Get ready to start summer with fun-filled books picked just for your little one! Swipe to get a sneak peak into the book you'll be reading together this May. Whether you're cooling off with *Sleep Tight, Polar Bear* or *Ice Cream Face*, or going on a summer escape with *Nubby*, you'll definitely enjoy diving into these new adventures!



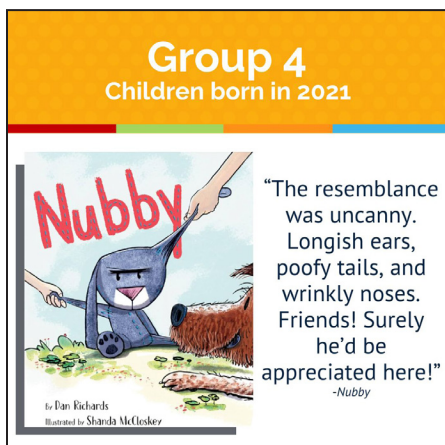
2: Group one



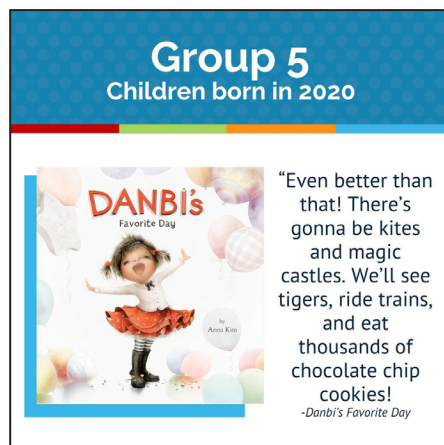
3: Group two



4: Group three



5: Group four



6: Group five



7: Group six