

MEDIA RELEASE

Interactive Wall mural installed to celebrate 50,000 book delivery milestone

DATE

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United Way Glenelg Celebrates Milestone 50,000 Books Delivered through Dolly Parton's Imagination Library

United Way Glenelg is thrilled to announce the delivery of the 50,000th book to local children as part of the Dolly Parton Imagination Library initiative. This significant milestone will be marked by a fun community initiative celebrating the impact of early childhood literacy in the Glenelg Shire community.

To honour the occasion, United Way Glenelg has installed a vibrant and engaging wall mural on the Hurd Street side of the old tuck shop (Cnr Hurd and Julia Street).

The mural, designed to be interactive, depicts butterfly wings crafted from the spines of books from the Imagination Library, reflecting Dolly Parton's own affinity for butterflies and the transformative power of books and imagination.

The interactive mural will allow visitors of all ages to pose in front of the butterfly wings and share their experience on social media.

"Reaching 50,000 books delivered is a testament to the strong community support and partnerships we have built over the years," said Nicole Carr, Executive Officer of United Way Glenelg.

"This initiative is about more than just books—it's about inspiring a love of reading, supporting family, and creating brighter futures for our children. We're excited to celebrate in a way that brings the community together and highlights the importance of literacy."

"We wanted to create something that represents the joy and creativity that books can bring into children's lives," Ms Carr continued.

"The mural will serve as a visual reminder of the magic of reading and our commitment to early childhood education."

Portland Aluminium, a major partner of the Dolly Parton Imagination Library in the Glenelg Shire, shared their support for the initiative.

Britt Butler, General Manager from Portland Aluminium, stated, "We are proud to partner with United Way Glenelg in promoting early literacy. Reaching 50,000 books is a significant achievement, and the mural is a wonderful way to celebrate. It's projects like these that show how a community can come together to make a lasting impact on the lives of children."

Other partners who have contributed to the success of reaching 50,000 books is Gardiner Foundation, Inger Rice Foundation, Uniting Church OpShop, Magistrates Court Fund, and individuals who donate through workplace giving and supporting events.

How to Use the Interactive Wall Mural

1. Position yourself in front of the mural, align with the butterfly wings, and strike your best pose!
2. Post your photo on social media. Don't forget to include a message about what reading means to you or your family.
3. Use the hashtags #50KBooksGlenelg, so we can see and share your amazing photos. Be sure to tag United Way Glenelg to help amplify the message of literacy and community support.

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