

# PRESS RELEASE

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**Brown County United Way**

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## **Brown County United Way Partners with Howe Elementary Community School for Ribbon Cutting of New and Innovative Book Vending Machine**

**GREEN BAY, WI** — In a collaborative effort with Brown County United Way, Howe Elementary Community School proudly unveiled its latest literacy initiative—a cutting-edge book vending machine. The ribbon-cutting ceremony took place on Friday, January 19, 2024, marking a significant step towards promoting literacy and a love for reading among students.

As part of this groundbreaking initiative, every student at Howe Elementary Community School will be able to choose a complimentary book from the vending machine on their birthday. This not only encourages literacy but also aims to instill a profound passion for reading from an early age. The program not only lets students pick a book on their birthdays but also actively involves them in suggesting the types of books they would like to see in the vending machine.

Brown County United Way played a pivotal role as an anchor partner, investing in the community school model and solidifying a meaningful relationship with Howe Elementary Community School to bring this vision to fruition. Jill Sobieck, Impact Initiatives/Outreach Specialist at Brown County United Way, emphasized the importance of books in the early years of learning and exploration. She stated, "Books are an essential part of learning; the children are using those first years as formative years to learn and explore the world. As they learn and mature, reading becomes that ticket to lifelong learning opportunities and we're really excited to be a part of it."

Associate Principal Molly Schueller expressed gratitude for the support from Brown County United Way, highlighting the collaborative efforts to meet the literary needs of students. "With the support of Brown County United Way, we were able to purchase this vending machine that excites the students, knowing that it's their personal book. We're hopeful that the students are looking forward to a new book every year on their birthdays," said Schueller.

To ensure the sustainability of this program, Howe Elementary Community School welcomes donations of new books. Interested donors can contact the school's office at (920) 448-2141.

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**About Brown County United Way:** Founded in 1925, Brown County United Way (BCUW) is a center for community-based strategies. Through direct fundraising, grant-making, community mobilization, and advocacy efforts, Brown County United Way leverages its organizational resources and deep local partnerships to advance targeted community solutions. With the help of more than 500 community volunteers from all community sectors, Brown County United Way is dedicated to finding solutions to the community's most pressing human services issues.

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