

For Immediate Release

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Borders Support Children Literacy through Somerset County United Way’s REAdy to Learn Program

Bridgewater, NJ – The Borders book store in Bridgewater is running a book drive for new children’s books from now until Friday, April 24th to support Somerset County United Way’s “REAdy TO LEARN” program that provides an opportunity for children throughout Somerset County to learn to read.

“We are thrilled to be partnering with Borders again on this project,” said Philip A. Brown III, President & CEO of Somerset County United Way. “Donating a book to the community is another way individuals can impact the lives of children in Somerset County and it supports our work to promote education of our youth.”

The “REAdy to Learn” Program is part of the Somerset County United Way’s commitment to advancing the common good and transforming lives through a focus on education, income and health. To promote literacy with young children, the donated books will be distributed to local youth-serving non-profit organizations in the community.

“We are very happy to be running our book drive,” says Chris Croson, Borders General Manager. “In the past, we have found that the drive is a win-win opportunity for all; our store, our customers, and the local community recipients all benefit from this project. In addition, our customers are pleased to see that all donated items stay local, serving individuals in our community.”

An independent nonprofit organization, Somerset County United Way helps people who live and work in Somerset County through its vision that all residents possess a living income that will be attained through achieving financial stability, healthy lifestyles, and life readiness. United Way’s mission is to lead a caring community to create solutions that transform people’s lives. To learn more about how you can get involved, contact Somerset County United Way at (908) 725 – 6640 or visit www.scuw.org.

Borders in Bridgewater is located on Commons Way next to Best Buy and across from the Bridgewater Commons.

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