



United Way  
of Broome County

United Way of Broome County, Inc.  
PO Box 550  
Binghamton, NY 13902-0550

For more information:  
Phill Ginter, Director of Allocations  
Office: 240-2009

**August 30, 2010**

## **United Way continues learning through the summer With the help of the Born Learning Trail**

Children are learning from the day they are born. That is the message United Way and Born Learning are promoting this summer. The eighth event wrapping up the summer will take place tomorrow, August 31 from 5-8pm at Otsiningo Park. Six themed events have taken place throughout Broome County this summer at various parks including Dorchester, Columbus, Arnold, West Endicott, Schnurbusch and Highland.

Each event has featured our portable Born Learning trail which consists of nine stations. At each station kids ages 0-5 can participate in an interactive activity with their parent or caretaker. Some of these activities include walking like an animal, finding shapes throughout the park or even just trying to make one another laugh by making silly faces or sounds.

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Along with United Way and the Born Learning trail, SOS, Fidelis Care, and the Four County Library's Book Mobile will be present. Snacks will be provided along with a chance to win this summer's raffle and a chance to make Oobleck. Don't know what Oobleck is? Come find out!

Born Learning is a national campaign that is helping parents, caregivers and communities create early learning opportunities for young children. It is built on awareness, education and action. The campaign targets family and caregivers of young children- those who have the most influence on children in the early years.

Research has proven that the first years of life are the most important, when children learn more than at any other time in their lives. Last year, 46% of parents read to their children every day. This statistic is low since studies show that children should be read to every day to increase brain development, cognitive skills and adds time for parent-child bonding. These early years are when the brain grows the most—85% of children's core brain structure is developed by the age of four. According to Born Learning, learning opportunities are everywhere including the grocery store, home, and in the car, it's learning on the go!

Though the Born Learning trail at Otsiningo Park is permanently placed, the portable trail will make appearances throughout the year, the next appearance being at center court in the Oakdale Mall on Sunday, September 19<sup>th</sup> from 12-4pm. Learn more about Born Learning by visiting their webpage at [www.bornlearning.org](http://www.bornlearning.org).

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