

FOR IMMEDIATE RELEASE:

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BornLearning Program Launched Thanks to First 5

San Bernardino, CA – First 5 San Bernardino granted Arrowhead United Way (AUW) \$25,000 to launch the BornLearning program. The program is a nationwide initiative and has been successful in places like Santa Barbara, Southern Nevada, and several large mid-west cities.

The premise of BornLearning is that children absorb information before they are born and continue to grasp a large amount of information in the early stages of development. The program increases awareness in parents and helps them engage their young children in learning. The program also provides information to parents about the health needs of young children.

AUW will be distributing the materials for the program throughout the community within the next couple of weeks. Some organizations that have committed to participate are Big Bear Community Health Systems, House of Prayer Gospel Outreach, Salvation Army, and San Bernardino City Unified School District. AUW is also looking for more organization to participate.

For more information about BornLearning or how to become more involved with AUW, please call (909) 884-9441 or visit www.ArrowheadUnitedWay.com.

AUW is a volunteer driven organization that has been actively supporting health and human services in the area for over 117 years. Established and led by prominent respected community leaders, it is one of the oldest United Ways in the country.

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