

NEWS RELEASE

For more information:
Cynthia Vignos
United Way of Greater Stark County
Vice President, Marketing and Strategic Communication
330-491-9954
cynthia.vignos@uwstark.org



**United Way
of Greater Stark County**

FOR IMMEDIATE RELEASE

CANTON PROM event will raise money for Dolly Parton's Imagination Library program

(Canton, OH) February 2, 2017 – United Way's Young Leaders Society is proud to be the new host of Canton Prom, continuing the tradition of raising yearly funds to benefit a well deserving program in the community. Proceeds from this year's Canton Prom will benefit the Dolly Parton Imagination Library, which will enhance the existing partnership between United Way of Greater Stark County and Child & Adolescent Behavioral Health.

The Canton Prom committee is now busy nominating the couples for the Prom Court, to be announced at a later date. The couple that raises the most funds for the Dolly Parton's Imagination Library will be crowned the Royal Couple at the event. The Prom Court is responsible for completing their own fundraising and will have professional photos taken to use in their social media efforts to win the coveted titles.

Canton Prom will take place on March 25th at The Historic Onesto, 225 2nd Street NW, Canton, Ohio, 44702. Tickets for the event are \$30 for an individual and \$50 for a couple. This fundraising event is open to the public and will include a cash bar, photographer and DJ. Formal attire is required. The event will also feature a dessert bar. Join YLS at this gala, hobnob in your formal wear, create some new memories and dance the night away – all while donating to a worthy cause!

"The Canton Prom provides a unique opportunity to relive the excitement of Prom while also supporting the Dolly Parton Imagination Library," said Caleb Chovan, YLS Steering Committee Member and Canton Prom Chair. "The Dolly Parton Imagination Library has the potential to impact children all across Stark County by improving childhood literacy, which in turn, directly benefits a child's entire academic career. I truly believe that by attending the Canton Prom, you are investing in the future of the City of Canton."

Attendees 21 and over can purchase tickets by texting **CANTONPROM to 51555** or online at www.uwstark.org/canton-prom. Paper tickets will also be sold through the Prom Nominees and at United Way of Greater Stark County. Digital tickets and paper tickets will be on sale until March 24th at 5 pm. All sales are final and non-refundable.

UWGSC extends special thanks to Canton Prom program sponsors and in-kind donations. Without them, the event would not be possible. All supporters are recognized online at www.uwstark.org/canton-prom. For additional information regarding Canton Prom, visit the United Way of Greater Stark County's Facebook page. For more information about the Young Leaders Society, please contact Carrie Clemens at 330-491-9974 or email carrie.clemens@uwstark.org.

About Dolly Parton's Imagination Library

In 1995, Dolly Parton launched Dolly Parton's Imagination Library to benefit the children in her birthplace of Sevier County, Tennessee. Dolly's vision was to foster a love of reading among that area's preschool children and their families by providing them with the gift of a specially selected book each month. By mailing high quality, age-appropriate books directly to their homes, she wanted children to be excited about books and to feel the magic that books can create. Moreover, she could insure that every child would have books, regardless of their family's income. Currently over 1,600 local communities provide the Imagination Library to over 1,000,000 children each and every month. Statistics and independent reports have shown that Dolly Parton's Imagination Library drastically improves early childhood literacy for children enrolled in the program. Further studies have shown improved scores during early literacy testing. www.imaginationlibrary.com

About United Way of Greater Stark County

United Way of Greater Stark County believes in creating long-lasting change in the three important impact areas of focus, Education, Income and Health. The agency collaborates, convenes, and partners to support programs and initiatives that break the cycle of poverty, promote a healthy community where children are successful from kindergarten through graduation to a career, and where families have the tools, skills, and support they need to become financially independent. For more information about United Way of Greater Stark County visit www.uwstark.org. Headquarters are at 401 Market Avenue North, Suite 300, Canton, Ohio 44702. Dial (330) 491-0445 to reach the offices.

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