



<p><b>MEDIA ADVISORY FOR IMMEDIATE RELEASE May 15, 2006 Alexandria, VA</b></p>	<p>Media Contact: Sheila Consaul United Way of America 703.683.7871 <a href="mailto:sheila.consaul@uwa.unitedway.org">sheila.consaul@uwa.unitedway.org</a></p> <p>Janet Rice Elman Association of Children's Museums 202.898.1080 <a href="mailto:jelman@childrensmuseums.org">jelman@childrensmuseums.org</a></p>
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## ***United Way's Born Learning Campaign to Partner with Children's Museums Nationwide***

**WHAT:** United Way and the Association of Children's Museums will announce a partnership designed to distribute ***Born Learning*** campaign materials at children's museums nationwide and to work with museums to create learning opportunities for families and caregivers of young children that extend the ***Born Learning*** campaign theme and goals.

**WHEN:** **Media Event, Thursday, May 18, 2006  
3:00 – 4:00 pm MT**

- Featuring:**
- Brian Gallagher, United Way of America, President and CEO
  - Michael Durkin, Mile High United Way, President and CEO
  - Tom Downey, Executive Director, Children's Museum of Denver
  - Isabel Frye, age 5

**WHERE:** **Children's Museum of Denver**  
2121 Children's Museum Drive  
Denver, CO 80211

**WHY:** ***Born Learning*** is an innovative public engagement campaign designed to provide parents and caregivers with the resources they need to create quality early learning opportunities for young children. The ***Born Learning*** campaign is an initiative of United Way Success By 6, the nation's largest network of early childhood coalitions that foster successful efforts in some 350 communities and states to improve the health, school readiness and well-being of children under six. The Ad Council, Civitas and the Families and Work Institute have partnered with United Way on ***Born Learning***.

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### ***About United Way of America***

*United Way of America is the national organization dedicated to leading the United Way movement in making a measurable impact in every community across America by focusing on the root causes of the most serious problems. The United Way movement includes over 1,300 community-based United Way organizations. Each is independent, separately incorporated, and governed by local volunteers. For more information about United Way of America, please visit: [www.unitedway.org](http://www.unitedway.org).*