

NEWS RELEASE

FOR IMMEDIATE RELEASE
November 18, 2010

MEDIA CONTACT
Charlene Rosales (805) 541-1234

Kevin Main Jewelry Donates \$1,000 to United Way for Dolly Parton's Imagination Library

San Luis Obispo, CA – Kevin and Kathi Main, owners of Kevin Main Jewelry, have donated \$1,000 to help bring Dolly Parton's Imagination Library to local children, and are challenging the community to do the same with a special promotion from November 26-January 31. Holiday shoppers can stop in to Kevin Main Jewelry and contribute to the fund for the Imagination Library while making a purchase or getting services done.

Children enrolled in the program will receive in their home mailbox a new, age appropriate book every month from enrollment through five years of age. From their first book, "The Little Engine That Could", through the last book of the series, "Look Out Kindergarten, Here I Come!", all books are chosen to encourage quality time between adults and children as well as a love of learning. Children can enjoy a library that they get to keep of up to 60 books before they even enter kindergarten. A child can be sponsored for one year for \$50, all five years for \$250 or customers can make a donation of any amount of their choice.

"When we learned about the Dolly Parton Imagination Library, we knew we wanted to be a part of it", said Kevin Main, owner of Kevin Main Jewelry. "Having raised our own children and now enjoying time with our grandchildren, we understand the value of reading and see this program as a tremendous community asset. We encourage everyone shopping this season to stop in and visit us, and make a donation".

Developed by writer and singer Dolly Parton, the Imagination Library is intended to help improve early learning and literacy. Since 1996, the Imagination Library has delivered over 25 million books around the world. United Way of San Luis Obispo County is the exclusive affiliate to bring this program to local communities.

"People are always looking for meaningful gifts to give during the holidays and this one is extra special", said Charlene Rosales, United Way Chief Operating Officer. "Our goal is to be able to raise an additional \$8,000 so we can begin enrolling children into the program and start seeing books coming in the mail in early 2011. The contribution from Kevin Main Jewelry is a fantastic start and a great inspiration for the community. We're very grateful for their leadership in this effort".

Kevin Main Jewelry is located in downtown San Luis Obispo at 720 Higuera St. For more information, visit www.kevinmain.com or call (805) 547-0662.

For more information about Dolly Parton's Imagination Library and other United Way of San Luis Obispo County programs, visit www.unitedwayslo.org or call (805) 541-1234.

#