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## **MEDIA ADVISORY**

**WHO:** United Way Emerging Leaders Council

**WHAT:** United Way's [Emerging Leaders Council](#) brings quality early learning experience to San Antonio with installation of Born Learning Trail, turning everyday moments into learning moments for local families. This service project is coordinated in observance of the 30<sup>th</sup> Anniversary of the San Antonio MLK March.

**WHEN:** Saturday, January 14, 2017  
8 a.m. – 12 noon

**WHERE:** 1101 Iowa St, San Antonio, TX 78203 (see map attached)

**CONTACT:** Avery Lawton Gard, United Way of San Antonio and Bexar County, (210) 352-7135, [alawton-gard@unitedwaysatx.org](mailto:alawton-gard@unitedwaysatx.org)

### **UNITED WAY EMERGING LEADERS COUNCIL PROMOTES EARLY CHILDHOOD LEARNING THROUGH INSTALLATION OF BORN LEARNING TRAIL**

*Installation Event this Saturday at Pittman-Sullivan Park*

SAN ANTONIO – Jan. 14, 2017 – United Way's Emerging Leaders Council (ELC) is partnering with San Antonio Parks & Recreation to construct and install a Born Learning Trail in San Antonio, offering families a place to be active and elevate awareness of early childhood education.

Volunteers and young professionals from ELC's membership will kick off the installation this Saturday, January 14, at 8 a.m. at Pittman-Sullivan Park located at 1101 Iowa St, San Antonio, TX 78203.

"We are thrilled to engage our local young professionals in this exciting project," said Asia Ciaravino, Chair of the Emerging Leaders Council and COO for The Tricentennial Commission at The City of San Antonio. "The trail is a valuable community resource because it promotes learning in a fun interactive way. Our ELC members are committed to evolving our great city and giving back to our community. They are involved with projects and initiatives all year round, but this project is particularly special because

we are bringing a visible symbol of that commitment to our local youth. We are honored to bring a Born Learning Trail to our San Antonio families and neighbors,” she added.

A Born Learning Trail consists of a series of 12 signs (English and Spanish), each with an activity geared towards parents and their young children. A series of activities are painted on the concrete sidewalk near corresponding signs. The trails help young children boost language, reading, problem solving and critical thinking skills. The installation event focuses on connecting volunteers more closely with community change work, building stronger communities and bringing a quality early learning experience to San Antonio.

“United Way’s national engagement campaign, Born Learning, helps parents, caregivers and communities use everyday moments outdoors to boost school readiness of children in their preschool years,” said Avery Gard, United Way Vice President, ELC and Special Events. “We’re so proud of our Emerging Leaders Council for promoting early childhood learning and turning everyday moments into learning moments for our community, she said.”

The Born Learning Trail will open to the public immediately following the installation. Local families and community members are invited to experience the trail after the San Antonio Martin Luther King, Jr. March on Monday, January 16, 2017. Pittman-Sullivan Park is the end location for the march. The Born Learning Trail installation day was coordinated in observance of the 30<sup>th</sup> Anniversary of the San Antonio MLK March.

**ABOUT [UNITED WAY’S EMERGING LEADERS COUNCIL](#):**

*United Way of San Antonio and Bexar County’s Emerging Leaders Council is a collective of young professionals who support the United Way of San Antonio and Bexar County by making an annual minimum gift of \$250 or volunteering 24 hours each year. Open to young professionals 21-45, members of our Emerging Leaders Council (#ELCUWSA) see firsthand the difference they make impacting lives and creating lasting change here in our local community. Visit the Emerging Leaders Council on [Facebook](#).*

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