



Sioux Empire United Way

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Chelsea Cronin
Marketing Assistant
1000 North West Avenue, Suite 120
Sioux Falls, SD 57104
605-336-2095
chelsea@seuw.org

For Immediate Release

Sioux Empire United Way Connecting Kids To Local Activities

Sioux Falls, SD – In 2009, more than 25 area organizations are participating in the Connecting Kids program, funded by Sioux Empire United Way.

Connecting Kids provides information and financial resources to families who may need assistance in getting their kids involved in activities. Local studies show that cost and lack of awareness are reasons some children are not able to join the numerous activities available to them across the Sioux Empire. Connecting Kids is designed to ensure every child in grades K-8 has an opportunity for getting involved.

“Last year there were over 660 children who participated in activities in the Sioux Empire with help from Connecting Kids,” said Kristi Kranz, Community Impact Specialist for Sioux Empire United Way. “We want families to be aware of the program and know that the assistance is available if needed.”

Connecting Kids certificates were distributed in January to all public and private schools in Lincoln, McCook, Minnehaha, and Turner Counties. Certificates are available to students by visiting the principal or counselor’s office at their school. Children can use one certificate per calendar year, and they are redeemable at participating programs. This program is intended for those families in need of financial assistance, and eligibility will be determined by the staff at participating programs.

Many studies indicate a direct correlation between getting kids involved in activities and their self-esteem, peer relationships and successes later in life. In addition to those benefits, children will learn new activities and skills.

For more information on the Connecting Kids initiative, please contact Chelsea Cronin, Sioux Empire United Way Marketing Assistant, at (605) 336-2095 or chelsea@seuw.org. To view participating organizations, visit www.siouxempireunitedway.org.

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