

# UNITED WAY AUSTRALIA PROUDLY PRESENTS:

# JUMPING FOR LITERACY



## OFFICIAL ATTEMPT

*Most photos of people jumping in the air  
uploaded to Facebook in one hour.  
November 19, 2020*

## WHY JUMP ON BOARD?

With employee engagement more important than ever, **Jumping for Literacy** is the perfect way to engage your team. Whether you tap into your team building, marketing or social responsibility budget, your staff will enjoy joining other businesses to give back to the local community.

In Australia today, almost one in four children start school unprepared – a statistic that is even higher for children in disadvantaged communities. Research shows that children starting school behind are likely to continue on a poor developmental trajectory at school and in later life.

That's where Dolly Parton's Imagination Library comes in. By providing children with high quality books and education resources free of charge to families, the Imagination Library helps build the vital developmental skills needed to start school ready to read, learn and succeed.

**To keep up this life-changing work, we need heroes from our business community to jump on our attempt to become GUINNESS WORLD RECORDS™ title holders!**

## ABOUT OUR WORLD RECORD ATTEMPT

This year we'll be **Jumping for Literacy** to raise awareness and vital funds for early literacy while challenging an official world record.

Our GUINNESS WORLD RECORDS® attempt is for **Most photos of people jumping in the air uploaded to Facebook in one hour**. To join us, all you have to do is take a photo of yourself jumping in the air and upload it to Facebook.

We'll be broadcasting live throughout the hour. Join us to see interviews with participants, learn more about early literacy and watch as we break a world record!

## HOW MUCH DOES IT COST?

For a \$2000 contribution, you can register 20 participants\* – who'll potentially become world record holders! – AND help more children reach their full potential.

*\*Additional places after the initial 20 can be purchased for \$10 per person.*

## JOIN OUR WORLD RECORD ATTEMPT!

**When:** Thursday 19th November, 12-1pm

**Where:** Your office or home office!

**Contact:** Marla Bozic on [marla.bozic@unitedway.com.au](mailto:marla.bozic@unitedway.com.au) to register or find out more.

**Don't forget to check out our last challenge:**  
<https://bit.ly/2QwOpsU>

## JUMPING FOR LITERACY



**PROUDLY HOSTED BY THE  
MACQUARIE PARK BUSINESS  
COMMUNITY PARTNERSHIP:**

