

THE NEWARK PUBLIC LIBRARY  
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## PRESS RELEASE

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For Immediate Release

### Rutgers Undergraduate Women In Business to Host the 2nd Annual “Characters Walk”

On Saturday, October 25 from 10:00 a.m. through 1:00 p.m., the Rutgers Undergraduate Women in Business (RUWIB) of Rutgers University-Newark will host the 2nd Annual Characters Walk in Washington Park in downtown Newark. Co-sponsored by the Newark Downtown District, the Characters Walk is a fundraiser in support of children’s literacy for the City of Newark and encourages members of Rutgers University–Newark, and residents of the City of Newark to come together to increase children’s free access to books and learning resources through The Newark Public Library.

LaToya A. Battle-Brown, Associate Dean of the Rutgers Business School Undergraduate-Newark, explained, “It is no secret, childhood literacy is directly linked to academic achievement and graduation rates. The children in the City of Newark deserve to have access to books and resources that will aide in their long-term academic success. Reading can change the trajectory of a child's life.”

In addition to the walk, the event will include music, a reading corner, face painting, various games, and crafts. At 11:00 a.m., the walkers will join together to walk the perimeter of Washington Park. In the last lap, walkers will participate in a trick or treating activity.

“It’s wonderful to see the leadership of the Rutgers Undergraduate Women in Business and the support of the Newark Downtown District in improving the lives of the children of Newark and in making downtown Newark a vibrant neighborhood,” Newark Public Library Director, Wilma J. Grey, gratefully acknowledged.

Participants are encouraged to pre-register or donate at: <https://fundly.com/characters-walk-hosted-by-ruwib>. Suggested donations are \$10 per adult walker and \$5 per college student walker. All proceeds will benefit the Newark Public Library to purchase children’s books. Donations to the Library are tax-deductible.

The first 100 people to pre-register to walk will receive a free t-shirt compliments of GenR Media.

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