

## UNITED WAY OF METROPOLITAN DALLAS' ANNUAL READING DAY CELEBRATES 100 YEARS OF LITERACY AND LEARNING EFFORTS

*Cowboys Chief Brand Officer and Co-Owner Charlotte Jones to Serve as  
Honorary Chair*

[Click Here](#) for Digital Press Kit

**DALLAS (MARCH 6, 2025)** – [United Way of Metropolitan Dallas](#) hosts its highly-anticipated [United Way Reading Day](#), presented by Atmos Energy, on Friday, March 7. This inspirational event will bring together more than 1,000 volunteers to read to over 15,000 students across North Texas, reinforcing the importance of early literacy and setting students on a path toward academic achievement. Children who read at grade level by third grade are five times more likely to graduate high school ready for success in college or a career. As part of United Way of Metropolitan Dallas' [Centennial](#) anniversary, Reading Day continues the mission of lasting community change, inspiring more than 50,000 North Texas students since 2015 and expanding from a handful of schools to 50 campuses this year.

Honorary Chair Charlotte Jones, Chief Brand Officer and Co-Owner of the Dallas Cowboys, will join volunteers in bringing stories to life for students, emphasizing the importance of literacy in shaping bright futures. A longtime champion of United Way, Jones joined Troy Aikman to co-chair UWMD's 90th Anniversary.

"I believe deeply in United Way of Metropolitan Dallas and its legacy of impact in our community," said Charlotte Jones, Honorary United Way of Metropolitan Dallas Reading Day Chair. "The Dallas Cowboys are proud to partner with United Way during this Centennial Anniversary year, celebrating 100 years of lasting change. I am honored to support Reading Day and this early education effort, equipping and empowering young readers who are our community's future."

Dallas Cowboys offensive lineman Tyler Smith, a native of Fort Worth, will serve alongside Charlotte Jones as a celebrity reader for Reading Day, inspiring young students and championing the power of reading skills and development.

As part of the Aspire United Volunteer Series, presented by Texas Instruments, Reading Day unites the community in support of early literacy. By visiting more than 1,000 classrooms, volunteers will spark a love of reading and help build a foundation of lifelong learning. This event directly supports United Way's [Aspire United 2030](#) goal to improve third-grade reading proficiency, a critical indicator of future academic success. United Way Reading Day has inspired over 50,000 North Texas students since 2015, growing from just a few schools to 50 campuses this year.

"As we celebrate a century of impact at United Way, Reading Day is a powerful reminder of the transformative role literacy plays in shaping bright futures," said Jennifer Sampson, McDermott-Templeton President and CEO of United Way of Metropolitan Dallas. "By engaging young students with the joy of books, we are laying the foundation for their success in school and beyond. Third-grade reading proficiency is a key milestone in a child's educational journey, and we are committed to ensuring that every student in North Texas has the tools they need to succeed."

United Way of Metropolitan Dallas is inviting individuals across the community to take part

in this special day. Volunteers can sign up to read to students in person or participate virtually. In addition, those looking to support early literacy initiatives can donate to virtual book drives, create personalized bookmarks for students, or invest in United Way's [Once Upon a Month](#) program, which provides free books to young children throughout the year.

"Texas Instruments is honored to support United Way's mission through the Aspire United Volunteer Series," said Andy Smith, TI's director of Giving and Volunteering and executive director of the TI Foundation. "Reading Day is a powerful opportunity for volunteers to make a direct impact on the future of North Texas by inspiring young students through books and storytelling."

"A love of reading is essential for a child's development and success," added Liz Beauchamp, Atmos Energy vice president of governmental and public affairs. "Atmos Energy is proud to partner with United Way to promote early literacy and provide children with the resources they need to thrive. Through Reading Day, we are fueling strong and thriving communities, one book at a time."

Reading Day books this year will feature themes of exploration, dreaming big, and achieving greatness, encouraging students to embrace the limitless possibilities found in reading.

In 2025, United Way of Metropolitan Dallas is proudly celebrating 100 years as the leading force for social change in North Texas. The centennial anniversary represents a milestone year that will include a dynamic line-up of volunteer and community events – including our Centennial Celebration, presented by PepsiCo – that will not only honor our rich legacy but also shine a spotlight on the bold, innovative ways we're shaping the future of our region. With our committed partners, we're setting the stage for the next century of positive, long-lasting change, ensuring that we create the access and opportunity for North Texans to thrive for generations to come.

Learn more about United Way's Centennial volunteer experiences, including Reading Day, and find out how to get involved at [unitedwaydallas.org/volunteer](https://unitedwaydallas.org/volunteer).

###

### **About United Way of Metropolitan Dallas**

United Way of Metropolitan Dallas is a social change organization that unites the community to create access and opportunity for all North Texans to thrive. We bring together passionate change-makers alongside corporate, civic and nonprofit partners to drive lasting change and equity in education, income and health – the building blocks of opportunity. United Way is committed to leading a fully inclusive, multicultural movement right here at home. We invite all North Texans to Live United and be part of this change. To give, advocate or volunteer, visit [UnitedWayDallas.org](https://UnitedWayDallas.org).

### **CONTACT:**

Dandy Killeen | Tony Fay PR | 817.307.4645 | [dandy@tonyfaypr.com](mailto:dandy@tonyfaypr.com)

**TONY  
FAY** | PUBLIC  
RELATIONS

   @TONYFAYPR | TONYFAYPR.COM



Try email marketing for free today!