

## IMAGINEDESIGN TAKES TIME OUT FOR KIDS

**Manassas, VA, November 16, 2011** - Today's children are the business leaders, healthcare professionals, and elected officials of tomorrow. Children discover possibilities through books as they develop a love of reading. But sadly, studies have found there are very few age-appropriate books in the homes of low-income children.

Enter the Education Committee of the Prince William Chamber of Commerce and National Young Readers Day (NYRD), November 15. Among the business leaders taking time out to read to the community's schoolchildren were ImagineDesign's Rebecca Vaughan-King and Vivienne Vaughan. "This is such a great way to help out in our community, and it took less time than it takes to go to lunch," says Vaughan-King, VP of Operations for the marketing firm. "The biggest contribution we can make to the growth of our community is to invest time in our children."

The Education Committee has been involved with NYRD for several years and receives support from the three local school systems and the students. Volunteers represent many area businesses as well as parents, grandparents, retirees and those who simply value the importance of instilling good reading habits to our youth. Last year, the committee organized 454 volunteers to read to 18,000 students in 34 schools across Prince William County, Manassas and Manassas Park. This year, additional schools are being added with the goal of reaching 20,000 students. Learn more about this committee and its annual events at <http://www.pwchamber.org/councils-committees/education-committee>.

### About ImagineDesign

ImagineDesign is headquartered in Manassas, Virginia with offices in Chicago and San Diego. Their unique approach to branding helps businesses cut through their competition with a direct, sincere strategy that stands the test of time. With decades of cutting-edge creative, top-level PR, media and executive marketing experience, ImagineDesign offers integrated, streamlined communications support to clients in the construction, IT, healthcare, non-profit and real estate industries. Please visit [www.imaginedesigndc.com](http://www.imaginedesigndc.com) for more information or contact Karen Cruse at [karen@imaginedc.net](mailto:karen@imaginedc.net).