

WNBW continued its commitment to the Backpack for Kids program by packing backpacks with food for eligible kids to take home over the weekends. We were also able to donate food – 2 times per year to one area school. We also produced a local PSA which features the Bread of the Mighty Food Bank which distributes food to the After-School Snack Program and School Pantries. WNBW has committed to a year-long sponsorship with the United Way and run ongoing spots for the children's agencies that they help like Children's Home Society, Child Advocacy Center, Kids Count, Boys and Girls Club, Early Learning Coalition, Comprehensive Youth Development and more. WNBW runs PSA's on an on-going basis targeting important kids subjects like the Environment, the importance of Recycling, the importance of Education and How to handle Bullying.