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United Way of Cumberland County, Brightspeed Partner to Expand Access to Books for Fayetteville Families Through Dolly Parton's Imagination Library

The first-of-its-kind partnership is ensuring every newborn at two Fayetteville hospitals receives a book and connection to Dolly Parton's Imagination Library

FAYETTEVILLE, N.C. — June 15, 2026 — A new partnership between United Way of Cumberland County and Brightspeed, the nation's third-largest fiber builder, is helping ensure the Sandhill's youngest residents begin life with books, learning opportunities and a pathway to literacy from day one. As the exclusive presenting sponsor of Dolly Parton's Imagination Library in Cumberland County, Brightspeed is supporting an initiative that will connect every newborn and their families at Cape Fear Valley Health and Womack Army Medical Center with free books and information about enrolling in the beloved literacy program.

The partnership reflects a shared belief that access is foundational to opportunity whether through books that build early literacy, digital tools that support lifelong learning or broadband connections that help families engage with education, resources and one another. By helping families connect to Dolly Parton's Imagination Library at the very start of a child's life, United Way and Brightspeed are working together to strengthen literacy, digital readiness and long-term educational success across Cumberland County.

The partnership marks the first sponsorship of its kind for a United Way-led Dolly Parton's Imagination Library program in the United States. Through the effort, Brightspeed will donate 600 books and co-branded bookmarks each month for distribution through the two hospitals. Families will receive a copy of *The Little Engine That Could* along with information about enrolling their child in Dolly Parton's Imagination Library.

"Every child deserves the opportunity to discover the joy of reading and the possibilities that come with it," said Toni Wildhaber, Development Director for United Way of Cumberland County. "By partnering with Brightspeed, we can reach families during one of the most meaningful moments in their lives and connect them to resources that can support their child's growth and development from the very beginning."

Dolly Parton's Imagination Library helps prepare children for educational success by providing free, age-appropriate books to children from birth through age five. Once enrolled, children receive a carefully selected book each month, mailed directly to their home at no cost to the family. For Brightspeed, the partnership reflects a broader commitment to helping communities thrive through access, not only to technology, but also to knowledge and opportunity.

"At Brightspeed, we believe connectivity goes beyond delivering fast and reliable internet," said Sabrina Anderson, local marketing manager for Brightspeed. "It's about creating opportunities for people to learn, grow and succeed. By helping put books into the hands of children and supporting families from the very beginning, we're fostering a love of reading and expanding access to knowledge."

The initiative is made possible through the collaboration of United Way of Cumberland County, Partnership for Children of Cumberland County, Dolly Parton's Imagination Library, Cape Fear Valley Health, Womack Army Medical Center and Brightspeed.

Families interested in learning more about Dolly Parton's Imagination Library or enrolling their child can visit [United Way of Cumberland County's website](#).

About United Way of Cumberland County

Our mission is to improve lives across Cumberland County by strategically raising and investing resources that successfully impact prioritized human service and health needs while working in effective and innovative partnerships with direct provider agencies. To learn more visit <https://www.unitedway-cc.org/>

About Brightspeed

Headquartered in Charlotte, N.C. and with assets and associated operations in 20 states, Brightspeed provides broadband and telecommunications services through a network platform capable of serving more than 7.3 million homes and businesses. Our nearly 4,000 employees are committed to building a future where more communities benefit from a more connected life, deploying a state-of-the-art fiber network and a customer experience that makes being connected as simple as it should be. For more information, please visit www.brightspeed.com.