

## For Immediate Release

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### United Way Hosts New Investor Drive in the Month of February

- Launch is Tomorrow! -

**Huntington, W.Va.** — A first-grader at a local elementary school shivers while waiting for the school bus each morning. He would not be as miserable if he had a coat and gloves to wear. Instead, the wintry wind chills him to the bone. A couple with two children cannot seem to make ends meet. No matter how hard they try, they cannot earn enough money to put a balanced meal on the table for their family. Therefore, they depend on local food pantries to supply their cupboards.

United Way of the River Cities is urging individuals and businesses to give time and resources to help people when they need it most. United Way wants to reach 150 new investors throughout the month of February.

It will take more people working together to make lasting change in the River Cities,” said Marc Williams, Resource Development Chair, United Way - Attorney, Nelson Mullins Riley & Scarborough LLP. We would like to invite 150 new investors to join the movement – LIVE UNITED by investing in United Way’s work in the month of February,” said Williams. “Gifts of all amounts will go towards advancing the common good– even \$1 can make a huge impact!”

All of the traditional avenues to make a gift are available during the February investor drive. Folks can make a “pledge” – payable anytime in 2011, give cash, check, credit, automatic withdrawals from checking accounts or stock contributions as well.

In addition to the traditional giving methods, United Way will launch their GIVE 5 campaign, sponsored by Fifth Third Bank. GIVE 5 is a viral campaign that will enable people to donate to United Way through a quick and easy PayPal transaction. Those wanting to give a donation may visit [www.give5online.org](http://www.give5online.org) to watch a video about United Way’s work in the community. Supporters are urged to give \$5 and then send the video to five of their friends.

“The GIVE 5 campaign provides another outlet for folks to make a difference by giving a gift of \$5 and sharing the message with a friend, family member or co-worker and asking them to join them,” said Cassey Bowden, Director of Resource Development & Marketing, United Way.

The campaign is also featured on United Way of the River Cities’ Facebook, Twitter and other social-networking sites. To become an investor or to learn more about United Ways work and how you are making a difference in the lives of others in the River Cities, contact Cassey Bowden at 304-523-8929 or [cassey.bowden@unitedwayrivercities.org](mailto:cassey.bowden@unitedwayrivercities.org). For more information about the GIVE 5 campaign, visit [www.give5online.org](http://www.give5online.org).

**About United Way:**

**United Way is focused on the building blocks for a better life – education, income and health. Everyone wins when a child succeeds in school, when families are financially stable and when people have good health. LIVE UNITED™. A credo. A mission. A goal. A constant reminder that when individuals think outside themselves, they have the power to facilitate change. For more information about United Way contact 304. 523.8929 or log onto [www.unitedwayrivercities.org](http://www.unitedwayrivercities.org).**

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