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**NEWS RELEASE
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United Way of Northwest Arkansas Staff LIVE UNITED through United We Serve, September 11

Lowell, ARK – United Way of Northwest Arkansas staff is heeding the call from Arkansas First Lady Ginger Beebe by participating in “United We Serve. Together We Read.” during the National Day of Service and Remembrance on Friday, September 11, 2 p.m. at Lowell Elementary School, 202 McClure Road.

Five United Way staff members will be reading to students at the school throughout the day in an effort to reinforce the importance of volunteerism in our community. The staff at United Way will illustrate that, as a group, they aren’t just sending a message to get involved, but, when called to action, actively engage in our community through volunteerism.

Volunteering is one of three pillars in the United Way’s LIVE UNITED movement. The movement aims to get people involved in their community by giving, advocating or volunteering in the areas of education, income and health – the building blocks for a good life.

As education is one of the core building blocks for a good life, taking this opportunity to show how easy it is to make a huge difference was important to the staff at United Way. Through taking an hour out of the day to read to school children, a person can potentially have an impact on a child forever.

“I remember when I was in elementary school and volunteers read to my class,” said Brooke Benoit, Vice President, Marketing/Communications for United Way of Northwest Arkansas. “The volunteers read books like [The Hobbit](#) and [Where the Red Fern Grows](#) sparking an interest in reading and literature that shaped my life forever. Now I hope to inspire that same interest in a new generation.”

This year, one of United Way’s goals is to increase the number of registered volunteers on the www.VolunteerNWA.org website by 20 percent. The site serves as a centralized location for volunteer opportunities throughout the region. By increasing the number of volunteers registered, we make it an even more valuable resource for the organizations in our region.

For more information about how getting involved can make a difference, visit www.unitedwaynwa.org, or contact the United Way office at 479.750.1221.

About United Way of Northwest Arkansas

United Way is dedicated to helping advance the good of all in our community through focusing on key issue areas such as education, income and health to create lasting changes in our community. By engaging individuals and companies around giving, advocating and volunteering for these types of issues we can all work to Live United in Northwest Arkansas. For more information about how to Live United, please visit our website at www.unitedwaynwa.org.