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**NEWS RELEASE
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United Way of Northwest Arkansas Kicks-Off Campaign, Announces Goals for 2010

Springdale, ARK – United Way of Northwest Arkansas kicked off the 2010 Community Resource Campaign with the *Cheers for Volunteers* event at Arvest Ballpark today at 11:30 a.m.

The event was geared towards those individuals and teams that volunteer part of their time to help raise resources in their workplaces. More than 150 In-House Coordinators were welcomed by Brad Reed of Fox 24 who helped get the event started.

Additional speakers included Ken Robertson, United Way of Northwest Arkansas Board Chair, and Carlos Briones, a long-time volunteer for United Way, who both shared their stories about why they got involved in their community. Robertson also introduced Rich Kley, Vice President, Walmart Team for Cadbury, who will serve as the 2010 Community Resource Campaign Drive Chair.

Kley announced the resource goals that United Way hopes to achieve during the 2010 Community Resource Campaign. This year United Way is focused on three goals, raising at least as much as last year - \$4.1 million, collecting 100 LIVE UNITED stories, and increasing volunteernwa.org registrations by 20%.

These goals are reflective of the organizations call for people to join the LIVE UNITED movement by giving, advocating or volunteering. By focusing on three ways people can contribute – money, voices, and time – United Way is working to build the resources necessary to address the building blocks for a good life – education, income and health.

This event signaled the official start of the United Way's major push for resources. The push will conclude on November 20th, but will not signal the end of United Way's efforts to raise resources for the community, which occurs on a year-round basis. During this push, organizations throughout the region will run campaigns in their workplace to help United Way achieve the goal of raising at least as much as last year, \$4.1 million.

As part of this year's push, soon individuals throughout the community will be able to go online to www.unitedwaynwa.org to share their LIVE UNITED story. These stories are focused on why people get involved in their community, and the different ways they have worked to make a difference in the issues that they care about. Through collecting these stories, others will better understand the issues that face the community, and how their support really can make a difference.

An additional resource focus is on increasing volunteerism. Today, those in the community that are interested in volunteering are encouraged to register on www.volunteernwa.org, a resource that connects people to opportunities to get involved in the community. By extending the number of people who are registered online, United Way can further develop this online tool as a place for non-profits and people to connect.

For more information on the 2010 Community Resource Campaign, and how you can join the LIVE UNITED movement through giving, advocating or volunteering, please contact the United Way office at 479.750.1221 or via e-mail at info@unitedwaynwa.org.

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.

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