



Media Contact:
Brooke Benoit
479.750.1221, 479.685.4930
bbenoit@unitedwaynwa.org

MEDIA ADVISORY
05/12/2009

IO Metro Hosts Preview of Home to Benefit United Way of Northwest Arkansas Prior to Parade of Homes

Rogers, ARK – Jay and Christine Howard, owners of IO Metro, will open their home in a preview event prior to the Parade of Homes to benefit United Way of Northwest Arkansas. The home, dubbed the LIVE UNITED house, will feature rooms decorated with IO Metro furniture by IO Metro designers. The rooms will also feature information about education, income and health in Northwest Arkansas and how United Way and its partners are teaming up to make our community stronger through these focus areas.

Who: IO Metro/Jay and Christine Howard present the LIVE UNITED House

What: Prior to the Parade of Homes, the LIVE UNITED House will be open in a preview event; tickets are \$20 and available at the Rogers and Fayetteville IO Metro locations as well as the United Way office by calling 479.750.1221.

The event will feature martinis, appetizers and live music as well as the opportunity to learn more about the United Way by touring the home. Each room will have information illustrating community needs and how United Way is working with local partners to make a difference.

When: Thursday, June 18th from 5:00 – 9:00 p.m.

Where: 26 Wimbledon Way
Rogers, Arkansas
Pinnacle Subdivision

Why: IO Metro wants to partner with an organization in Northwest Arkansas that is helping to strengthen the local community through the areas of education, income and health – the building blocks for a good life. The funds raised through this event will bolster our community in these areas.

If you would like more information regarding this event, please contact Brooke Benoit at 479.750.1221 (work), 479.685.4930 (cell), or via e-mail at bbenoit@unitedwaynwa.org.

Contact:

United Way of Northwest Arkansas – 479-750-1221
Brooke Benoit, Vice President, Marketing/Communications