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**NEWS RELEASE
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United Way of Northwest Arkansas Puts a New Twist on LIVE UNITED Day (formerly Day of Caring)

Lowell, ARK. – On Thursday, April 15, an estimated 800 people will be taking a half or full day off work to volunteer with their co-workers in Northwest Arkansas for the United Way of Northwest Arkansas’ “LIVE UNITED Day” (formerly Day of Caring) sponsored by GE.

This year, United Way is putting a new twist on “LIVE UNITED Day” by inviting companies unable to let employees off for a full or half day of volunteering, to instead offer their employees the opportunity to wear jeans for a \$5 donation to benefit United Way.

While the value of a volunteer hour is placed at \$20.25, a \$5 donation can be just as powerful. Here are a few things that just one \$5 donation can do in Northwest Arkansas:

- Lunch and fellowship for two lonely seniors
- 21 families can get a pound of food from local food pantries
- A 30-day prescription for someone struggling with the decision to take their medicine or eat
- A week of after-school care so local school kids have positive mentors and after-school activities
- Two rides per week for a senior without transportation to get to doctor’s appointments or the grocery store
- A non-profit organization can gain access to the United Way Gifts in Kind Warehouse where more than \$250 worth of goods can be collected to serve needy individuals

Employees where companies choose to participate in LIVE UNITED Day through supporting a jeans day in the workplace, can also offer the option of purchasing the white LIVE UNITED t-shirt for a \$15 and wearing jeans for free.

The last day to sign up your company for LIVE UNITED Jeans Day is 4:00 p.m. on Friday, April 9. Getting involved in LIVE UNITED Day is easy. Call the United Way office at 877.750.1221 or e-mail mghrist@unitedwaynwa.org to get your company or group signed up.

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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