

October 2, 2009



United Way Declares October 2-9 as Live United Week, Encouraging Everyone to Give. Advocate. Volunteer.

(Greater Kansas City)-----What can I do to help? For seven days, United Way of Greater Kansas City is encouraging people to ask that question and join the many thousands of people in our community who are stepping forward to help their friends and neighbors by giving to United Way, advocating and volunteering. In an effort to get people involved and increase the visibility of this year's community-wide fundraising campaign, United Way has declared the week of October 2 - October 9 as Live United Week.

During Live United Week, United Way is encouraging companies and individuals to get involved in helping people who are struggling to make ends meet because of the extended downturn in the economy. As part of the special week, United Way is partnering with local businesses and organizations to sponsor a series of special events designed to focus the community on the growing number of people in need help and United Way's efforts to recruit 25,000 new donors.

Live United Week began on October 2nd with a "flash mob" in the Crossroads District during First Friday, when nearly 100 people wearing Live United shirts removed their outer garments, freezing like statues while holding up signs encouraging people to Give. Advocate. and Volunteer. Others in the "flash mob" held up signs reminding people of United Way's goal to sign up 25,000 new donors who didn't give to United Way last year.

Starting Monday, October 5th, Kansas City area companies are being urged to collect food in conjunction with their United Way campaign. The special food drive during Live United Week is being called "United We Can." Any companies, churches or other organizations that want to join in can sign up online at www.unitedwaygkc.org. All of the food collected will go to Harvesters, which distributes it to more than 500 area food pantries, soup kitchens and shelters.

On Wednesday, October 7th, Kansas City area companies are being asked to let their employees wear jeans to work, in exchange for a \$5 contribution to United Way. The special \$5 donation for United Way Jeans Day would be in addition to contributions people make through payroll deduction.

Throughout Live United Week, Hotel Phillips located at 106 W. 12th Street, KCMO, will be donating \$1 to United Way for every regular-priced entrée it sells in its 12 Baltimore restaurant (Oct. 5-9). In addition, the hotel will be sponsoring a special Live United Happy Hour on Thursday, October 8th from 2:00 p. m. – 7:00 p.m. during which \$1 for every drink sold will go to United Way. To make things a bit more fun there will be a special Live United cocktail and celebrity bartenders will be serving drinks from 5:00 – 7:00 p.m. Kris Ketz of Channel 9, Karli Ritter of Channel 4, Sloan Heller and Liz Zamora of Channel 41 and Hearne Christopher of the Sun Newspaper have all agreed to participate as celebrity bartenders.

Live United Week is one of the many ways United Way is reaching out in an effort to engage people who didn't make a United Way contribution last year. United Way of Greater Kansas City will be announcing other outreach efforts in weeks to come as part of its goal to recruit 25,000 new United Way donors this year.

For further information, contact:

Ron Howard
United Way of Greater Kansas City
(816) 559-4644