

United Way Blackhawk Region

205 North Main Street, Suite 101
Janesville, WI 53545-3062

Tel 608 757.3040

Fax 608 757.3055

www.LiveUnitedBR.org

**United Way
Blackhawk Region**



MEDIA RELEASE

September 13, 2017

For immediate release:

For additional information contact:

Mary Fanning-Penny, President & CEO

608.314.8422 or mfanning-penny@lubr.org

United Way's 2017 Campaign Kickoff and Day of Caring

(BLACKHAWK REGION) – The United Way Blackhawk Region's 2017 Community Campaign officially kicks off on Wednesday, Sept. 20 with the organization's annual breakfast. To be held at the Eclipse Center in Beloit, the breakfast buffet begins at 7:30 a.m. with a program to follow at 8 a.m. (additional reservations to attend the breakfast will not be permitted).

Jim Agate, Bill and Linda Lock, and Ron and Barb Mallon, 2016 Champions of United Way's community campaign will reveal the four local leaders championing this year's efforts.

"United Way's Campaign Champions lead by example. As current donors, long-time advocates and active volunteers, our Champions reinforce a clear message that we all win when we live united," said United Way Blackhawk Region President and CEO Mary Fanning-Penny. "As influential and results-oriented leaders, our Champions will encourage companies and individuals to pledge support and dollars to United Way – an effective vehicle for driving lasting and meaningful change in our local communities."

The tradition of showcasing volunteerism as part of the campaign kick off continues, as United Way's annual Day of Caring will again follow the breakfast. Slotted to be yet another record-breaking year, more than 895 volunteers will converge on nonprofits throughout the Blackhawk Region to conduct a variety of one-day community service projects.

"Volunteers will roll up their sleeves to simultaneously complete 100 Day of Caring projects," stated Beth Gliebe, a volunteer who coordinates projects and logistics for the day. "I am amazed by how this event continues to grow each year. It's absolutely a win-win. Agencies have projects completed they may not have otherwise had the manpower or resources to tackle, and volunteers learn firsthand about the vital work that's being done each day to make our community stronger."

Other highlights of the event will include a preview of United Way's campaign video, announcement of the financial goal for the 2017 campaign, and an a capella performance of the Star Spangled Banner by Sofia Korasick, a 6th grader at Stephen Mack Middle School in Rockton, IL.

About United Way Blackhawk Region

United Way fights for the health, education, and financial stability of every person in every community. We win by Living United, by forging unlikely partnerships and by finding new solutions to old problems; by mobilizing the best resources; and inspiring individuals to join the fight against a common foe, each community's most daunting social crises. United Way Blackhawk Region Lives United against poverty, family violence, hunger and homelessness to name a few, by providing community grants and resources to 65 human services programs at 33 nonprofit agencies in Rock County, Wis. and northern Winnebago County, Ill. More information is available at LiveUnitedBR.org.

#