



Media Advisory
September 13, 2011

Contact:
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On Wednesday, September 14, Over 450 People Will Participate in United Way's "Day of Caring"

Media Event and Photo Opportunity Featuring Local Volunteers Will Take Place in Charleston, WV.

On **Wednesday, September 14, 2011**, over 450 people from local businesses and organizations will volunteer their time as **United Way of Central West Virginia** holds its annual **Day of Caring** event! Volunteer teams from local businesses will be paired up with non-profit agencies throughout Central West Virginia such as Rea of Hope, Roark-Sullivan Lifeway Center, Piedmont Elementary, Ronald McDonald House and much more!

WHAT WILL HAPPEN...

Day of Caring will begin with a kick-off rally at the Charleston Civic Center on Wednesday, September 14th from 10:30 a.m. – 11:45 a.m., featuring guest speaker, Betty Schoenbaum.

Participants will then head to their project sites to begin their volunteer work from 12:30 p.m. – 4:00 p.m. This is the biggest year ever for **Day of Caring**, with 48 non-profit projects and 12 new volunteer teams!

To facilitate media coverage of **Day of Caring**, United Way has arranged for media availabilities at specific locations in **Charleston**. At each of these events, members of the media will have an opportunity to take photos of volunteers assisting with hands-on projects such as painting, cleaning, landscaping and much more. Interviews with hosting service agency representatives and volunteers will be made available.

WHERE IT WILL HAPPEN AND WHAT TIME....

Charleston

September 14, 2011

12:30 p.m. to 4:00 p.m.

Piedmont Elementary

203 Bradford Street

Contact: Amy Weintraub, 304.541.9027

Landscaping, installation of new swings and repairs/maintenance on Celebration Station

Volunteer Team: City National Bank

Charleston

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12:30 p.m. to 4:00 p.m.

Roark-Sullivan Lifeway Center, new Veteran's Home

229 Capitol Street

Stephanie Young, 304.419.0711

Paint resident dorms of new 10 bed veteran facility

Volunteer Team: EnerVest

Charleston

September 14, 2011

12:30 p.m. to 4:00 p.m.

Rea of Hope

1429 Lee Street

Contact: Marie Beaver, 304.344.5363

Volunteer Team: Dow Chemical

Charleston (Kanawha City)

September 14, 2011

12:30 p.m. to 4:00 p.m.

Ronald McDonald House

302 30th Street

Contact: Shelia Hauser, 304.993.3268

Landscaping and planting, preparing a meal for the house guests

Volunteer Team: Retired Senior Volunteer Program

Come out and experience a Day of Caring with us!

To find out more about United Way's **Day of Caring** go to www.unitedwaycwg.org.