



FOR IMMEDIATE RELEASE

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United Way hosts Block Party Weekend *featuring* Sunday Scoop!

CHARLESTON-- The United Way of Central West Virginia is hosting a **Block Party Weekend**, today, August 20– Sunday, August 21, 2011 on the Kanawha Boulevard during the SportsFEST activities hosted by the Charleston Convention & Visitors Bureau.

Bring the family to enjoy carnival rides, games, food and fun!! The carnival rides will continue today until 11:00 p.m. and will be offered Sunday, August 21 from 10:00 a.m. – 6:00 p.m. All

In addition, the **7th Annual United Way Sunday Scoop** will be returning to Charleston on Sunday, August 21, from 1:00 – 5:00 p.m. This family fun event will feature all-you-can-eat ice cream being “scooped” by corporate competing teams. The major sponsors of this event include United Dairy, Kroger, Bristol Broadcasting and Suddenlink. The funds raised through this event will go to United Way’s Community Impact Fund to benefit those in need in central West Virginia.