



FOR IMMEDIATE RELEASE

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**UNITED WAY DAYS OF CARING KICKOFF
EVENT TO BE HELD AT BANK OF AMERICA**

TUCSON, AZ (August 18, 2010) — “It’s a New Day at United Way.” The 2010 United Way Days of Caring Kickoff Breakfast will be held from 6:30-9:00 a.m. on Friday, August 20. Presidents and CEOs from companies all over Tucson will be flipping pancakes for Days of Caring volunteers and representatives from non-profit agencies. The breakfast will be held outdoors at the Bank of America branch located at 7077 E Tanque Verde Road (crossroads of Tanque Verde and Sabino Canyon). Bank of America is this year’s Diamond Sponsor for United Way Days of Caring. Food will be provided by the Westin La Paloma Resort & Spa along with refreshments from Chick-fil-A at El Con Mall.

While promoting volunteerism in Tucson, the 2010 Days of Caring Kickoff Breakfast will be a fun-filled event packed with a variety of activities. Highlighting the day will be an appearance by the Chick-fil-A’s Cows, who will be dancing to the live music of the Retro Rockets band and entertaining the volunteers during the event. The morning show from 94.9 MIX fm and Mrs. Grant will be doing a live broadcast and volunteers will receive their Days of Caring T-shirts and event materials.

In addition, the United Way Days of Caring school supply and book drive will be taking place. Budget cuts and drops in enrollment due to a struggling economy have hurt Tucson-area child care centers and United Way is looking for help stuffing the van with school supplies and books for child care sites and schools that serve low-income families all throughout Pima County. Supplies needed include paper, markers, crayons, paint, chalk, puzzles, board games and children’s books.

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Thanks to the amazing support from the community, United Way Days of Caring on Saturday, Sept. 11 and Wednesday, Sept. 15 will be the largest community-wide volunteer event in Tucson and Southern Arizona. People all across southern Arizona will see and feel the impact of thousands of volunteers mobilized through the United Way Days of Caring. As these caring individuals act to take care of what matters most to southern Arizona, the results of their focused volunteering will be felt by thousands for years to come.



The United Way Days of Caring program is at the heart of connecting hundreds of volunteers to local nonprofit organizations. This is your opportunity to join nearly 3,000 volunteers who completed much-needed projects at United Way partner agencies and local non-profits.

This year's Days of Caring sponsors are Bank of America, IBM, Bombardier, Chick-fil-A El Con, Cox, Desert Diamond Casino Hotel, Geico, The Westin La Paloma, Arizona Lottery, Fry's, Nates Plant Farm, 94.9 MIX fm, Tucson Newspaper and KVOA-4. United Way would also like to thank Reid Park Zoo for maintaining all the shrubs and plants that were donated for projects.

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***About United Way of Tucson and Southern Arizona***

*United Way of Tucson and Southern Arizona is working to advance the common good, creating opportunities for a better life for all by focusing on the three key building blocks of **Education, Income and Health**. United Way is dedicated to creating long lasting community change by addressing the underlying causes of the most significant issues. Our focus areas include: helping children and youth achieve their potential, promoting financial stability and independence, and improving people's health. To **LIVE UNITED** means being a part of the change. **Give. Advocate. Volunteer. LIVE UNITED**. For more information about United Way, please visit [unitedwaytucson.org](http://unitedwaytucson.org).*

**United Way of Tucson and Southern Arizona**

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