

**FOR IMMEDIATE RELEASE**

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## **United Way to Kick-Off New Campaign**

**CHARLESTON, W.Va.** — United Way of Central West Virginia will kick-off their new 2016-2017 campaign season by holding a special kick-off event at the United Way of Central WV building Tuesday, July 26<sup>th</sup> 10 a.m. United Way staff will unveil the new campaign theme, “Picture a Better Tomorrow” with materials and video that will be used throughout the year.

“The United Way of Central WV campaign kick-off event is a great opportunity to share our message with the community who can then take the message of United Way inside the walls of their company.” stated Janice Saar, United Way Resource Development Director.

There's a BIG community challenge this year and we need strong community support to help us meet the goal. Show your support by attending and learning more about how you can help someone 'Picture a Better Tomorrow!'

The United Way campaign staff is constantly working to improve their capacity to make this community a great place to live and work. The campaign kick-off event provides an opportunity to share with the community how they can best support the community through United Way.

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**About the United Way of Central West Virginia:** *United Way is a volunteer-led, volunteer-driven organization representing Boone, Clay, Logan, Kanawha and Putnam counties. From the board of directors to fund-raising volunteers and the others who lend a hand each year, volunteer leaders ensure United Way continues to make an impact on the issues that matter most. United Way of Central West Virginia is dedicated to making sure children and youth achieve their potential through access to quality educational programs; promoting financial stability and independence; improving people's health. By encouraging all people in central West Virginia to give, advocate or volunteer, United Way wants to show the power of “living united”. For more information, visit [www.unitedwaycwg.org](http://www.unitedwaycwg.org) or call 304.340.3500.*