

**For Immediate Release**

Contact:  
Janice Amspoker  
Resource Development Director  
304.340.3500

## **United Way of Central WV heads out to get small businesses involved in ‘Generation United to Give’ campaign**

### **Media event and photo opportunity to take place in each county**

(Charleston, W.Va.) February 29, 2016 — United Way of Central West Virginia will be hitting the streets to expand awareness of its fundraising efforts to small businesses and corporations.

To help reach this year’s \$2.2 million fundraising goal, United Way staff will be accompanied by the community volunteers as well as infamous area mascots, as they visit Boone, Logan, Kanawha and Putnam counties. Area businesses will be asked to showcase their commitment to the community by joining the Proclamation of Support program with a contribution of \$50 per month that supports the United Way of Central WV’s partner social service agencies.

The schedule will be as follows:

- Boone County – Madison, Wednesday, March 2<sup>nd</sup>  
Mascot: WQBE Rabbit  
Time: 10:00 a.m. to 12:00 p.m.
  
- Kanawha County – St. Albans & Nitro, Thursday, March 3<sup>rd</sup>  
Mascot: WQBE Rabbit  
St. Albans Time: 10:00 a.m. to 12:00 p.m.  
Nitro Time: 1:00 p.m. to 3:00 p.m.
  
- Kanawha County – South Charleston, Monday, March 7<sup>th</sup>  
Mascot: WV Power’s Chuck  
Time: 10:00 a.m. to 12:00 p.m.
  
- Logan County – Logan, Tuesday, March 8<sup>th</sup>  
Mascot: WV Power’s Chuck  
Time: 1:00 p.m. to 3:00 p.m.
  
- Putnam County – Teays Valley – Wednesday, March 9<sup>th</sup>  
Mascot: American Electric Power’s Louie the Lightning Bug  
Time: 10:00 a.m. to 12:00 p.m.

“Small and local businesses play a vital role in strengthening our local economy. They are an integral part of what makes up community. Their philanthropic spirit enhances our neighborhoods and makes them vibrant,” said John Ballengee, United Way of Central WV President.

United Way staff and volunteers will be available for interviews and photo opportunities during the times listed above. For more information, please contact Janice Amspoker at (304) 340-3500 or [jampoker@unitedwaycwg.org](mailto:jampoker@unitedwaycwg.org).

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***ABOUT UNITED WAY OF CENTRAL WEST VIRGINIA:*** *United Way of Central West Virginia is a volunteer-led, volunteer-driven organization representing Boone, Clay, Logan, Kanawha and Putnam counties. From the board of directors to fundraising volunteers to others who lend a hand each year, all 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.*