

PRESS RELEASE

United Way of
Central West Virginia



For Immediate Release

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UNITED WAY PREMIERES POSITIVE PICKETING EVENTS

(Charleston, W.Va.) October 13, 2016 – The United Way of Central WV (UWCWV) took it to the streets with its first Positive Picketing event. The event took place in Boone, Clay, Kanawha, Putnam and Logan counties.

Donors, volunteers, board members and friends of the United Way of Central WV participated in the first 'Positive Picketing' outreach event on Thursday, October 13th from 7am to 8am.

United Way created Positive Picketing to thank the community for their support and raise awareness for this year's fundraising campaign, 'Picture a Better Tomorrow'.

Everyone gathered at a designated location in Boone, Clay, Kanawha, Logan and Putnam counties. These counties make up the United Way of Central WV coverage area.

“Positive Picketing was a creative way to draw attention to the United Way of Central WV’s mission throughout our five county footprint. Greeting everyone with a smile and a wave during morning drive, especially during election season, allowed us to thank our donors and raise awareness with potential donors that the time to give is now,” said John Ballengee.

With job loss, the drug epidemic and the devastating flood, our neighbors need us more than ever. The United Way is the one organization with the greatest impact because of our needs based assessment and fund allocation process led by community volunteers. By donating to the United Way, you invest in your community. Dollars raised here, stay here. TO donate, simply go to www.unitedwaycwg.org.