



FOR IMMEDIATE RELEASE

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**United Way announces a
Block Party Weekend featuring Sunday Scoop!**

CHARLESTON-- The United Way of Central West Virginia will host a **Block Party Weekend**, August 19 – 21, 2011 on the Kanawha Boulevard during the SportsFEST activities hosted by the Charleston Convention & Visitors Bureau. 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. United Dairy, Kroger, 97.5 WQBE, Electric 102.7 and WOWK TV13 will continue to be partners for the Sunday Scoop event.

Corporate Competing Teams are currently needed for the **United Way Sunday Scoop**, but space is limited. Entering as a Corporate Competing Team gives your employees the chance to participate in a charitable activity that is fun, creative and also strengthens relationships and promotes teamwork.

Corporate teams compete to win the coveted Grand Champion's Trophy. Teams decorate a booth (provided by United Way) based on renamed flavor title of their chosen United Dairy ice cream and create a flavor-to-theme connection, utilizing the United Way logo in their design. This is a wonderful opportunity to showcase your company and interact with the public as you, your employees or volunteers serve up ice cream to family and children throughout the day. For more information and to become a Corporate Competing Team, contact Janice Amspoker, United Way Campaign Director, at (304) 340 – 3544.

The **United Way Block Party Weekend** will offer amusement park rides, carnival games, food and fun for children and families! All funds raised through this event will go to United Way's Community Impact Fund to benefit those in need in central West Virginia.