



**United Way  
of Monroe County**

FOR IMMEDIATE RELEASE

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## **MEDIA ADVISORY**

### **UNITED WAY DAY OF CARING: A COMMUNITY EFFORT TO HELP LOCAL NONPROFITS**

The 12<sup>th</sup> Annual United Way Day of Caring will take place this Wednesday, April 11, 2007 between 1:00 – 5:00 p.m., with a kick-off luncheon from 11:30 a.m. – 1:00 p.m. Over 130 volunteers from the community will assist 15 local nonprofits by enhancing their facilities and programs to better serve those in need.

Groups will spend time at United Way partner agencies and other human service organizations to perform tasks such as painting, cleaning, landscaping, and administrative duties. New this year, United Way will host a picnic-style luncheon for all volunteers from 11:30 a.m. – 1:00 p.m. at the United Way office located at 441 S. College Ave. Local Kroger and Marsh stores have generously donated beverages for the luncheon.

Barry Lessow, Executive Director of United Way, commented on the importance Day of Caring, “Every day, local nonprofits focus their energies and resources on serving the needs of our community. Often, upkeep and maintenance fall low on the priority list. With help from Day of Caring volunteers, area organizations can complete vital projects that will increase their efficiency and productivity. These volunteers will make positive, visible, and lasting impacts in our community while building meaningful relationships with other participants and organizations. In other words, they will be busy.”

This year, representatives of Monroe Bank, Starbucks Coffee Company, City of Bloomington Latino Programs, and El Centro Communal Latino are donating their time to strengthen the nonprofit sector of our community.

The following agencies will be hosting volunteer projects:

- Area 10 Agency on Aging \*
- Big Brothers Big Sisters of South Central Indiana \*
- Bloomington Playwrights Project
- Boy Scouts of America Hoosier Trails Council
- Volunteers in Medicine \*
- Girl Scouts of Tulip Trace Council\*
- Girls Inc. of Monroe County \*
- Hoosier Hills Food Bank \*
- Middle Way House \*
- Monroe County United Ministries \*
- Pinnacle School
- Salvation Army \*
- Stepping Stones
- Stone Belt Arc \*
- United Way of Monroe County

*\* Denotes United Way of Monroe County member agency.*

United Way of Monroe County is a nonprofit organization that improves people's lives by addressing critical needs today and working to reduce those needs tomorrow. Through its Community Care Fund, it allocates resources to 27 member agencies that address the most pressing human service needs in Monroe County. You can find more information at [www.monroeunitedway.org](http://www.monroeunitedway.org).

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Attachment: Photo and Interview Opportunities.