NEWS RELEASE/MEDIA ALERT

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UNITED WAY EXPANDS DAY OF CARING FOR LARGEST TWO DAY EVENT TO-DATE
September 12th & 13th

Winchester, VA September 7th, 2018 - United Way of Northern Shenandoah Valley is mobilizing record numbers of volunteers for Day of Caring, presented by First Bank, to kickoff the 2018 United Way Campaign and to complete community service projects all over the Shenandoah Valley. For the first time this year, volunteers from area businesses, groups, and organizations will come together for two days, (in previous years the event was only one day), to help others by doing fundamental projects for area non-profit agencies, and community facilities. Volunteers will complete a wide range of services to friends and neighbors throughout the Shenandoah Valley who are seeking assistance.

This year, Day of Caring will be made up of an estimated 1,200 volunteers (a 200 volunteer increase), 142 projects (a 40 project increase) and 84 local teams (a 25 team increase). The event will also take place over the course of two days, one event occurring on the first day in the northern region of United Way of Northern Shenandoah Valley’s territory (Winchester City, Frederick County, Clarke County) and one event on the second day in the southern region (Shenandoah and Page Counties).

When factoring in the value of a volunteer hour, this year’s Day of Caring volunteer work for both days equals a donated dollar amount of nearly $250,000.00 to the local community, a $70,000 increase from the last year.

The first Day of Caring will kickoff at Millwood Station on September 12th at 8:00am. The second Day of Caring Kickoff Party will take place at Shenandoah County Park on September 13th at 8:00am. Both Kickoff Parties will feature speakers from our community, announcements of funds already raised by business Pacesetters, networking and celebrations for all volunteers including music, selfie station, and a breakfast sponsored by Costco to fuel the hard working volunteers for their day of service.

For more information on the Day of Caring visit the United Way of Northern Shenandoah Valley website http://www.unitedwaynsv.org/day-caring or contact the United Way office at 540-536-1610.
We invite you to join us for several press and photo opportunities at the following locations and times:

**FIRST DAY – September 12th NORTHERN REGION**

89:00AM  Millwood Station  
250 Costello Dr, Winchester, VA 22602  
Campaign/Day of Caring Kick Off (Presentation starts at 8:30AM)

9:20AM  Freemont Street Nursery  
533 Fremont Street, Winchester  
Volunteers: Trex, Tolley Dental, Navy Federal  
Volunteer Work: Dental exams for children, maintenance and painting for the facility

10:00AM  Our Health  
329 N. Cameron St., Winchester, VA 22601  
Volunteers: First Bank, Our Health, Individuals (3)  
Volunteer Work: Gardening, painting, cleaning and building maintenance

11:00AM  Youth Development Center  
3 Battaile Drive, Winchester, VA 22602  
Volunteers: Trex  
Volunteer Work: Facility maintenance and major landscaping

12:00PM  Bright Futures - Frederick/Winchester  
178 Indian Hollow road, Winchester VA 22603  
Volunteers: Shenandoah Valley Orthodontics  
Volunteer Work: Building maintenance, cleaning and donation sorting

1:30PM  Camp Rock Enon  
292 ROCK ENON SPRINGS RD, GORE, VA 22637  
Volunteers: Home Depot  
Volunteer Work: Major outdoor landscaping work, facility maintenance and upkeep

2:00PM  TGI Fridays  
111 East Tevis St, Winchester, VA 22601  
After Party for volunteers

**SECOND DAY – SEPTEMBER 13th SOUTHERN REGION**

8:00AM  Shenandoah County Park  
Park Ln, Maurertown, VA 22644  
Campaign/Day of Caring Kick Off (Presentation starts at 8:30AM)

9:20AM  Lydia's Clothes Closet  
137 East King St. Strasburg VA 22657  
Volunteers: First Bank  
Volunteer Work: Sorting donations
9:45AM  Family Promise of Shenandoah County
47 Spring Parkway, Woodstock, VA  22664
Volunteers: LSC Communications
Volunteer Work: Landscape work

11:00PM  Page Free clinic
732 East Main Street Luray VA 22835
Volunteers: Anderson Corporation
Volunteer Work: Cleaning and landscaping

11:30PM  Page One
42 West Main Street Luray
Volunteers: Valley Health
Volunteer Work: Painting, cleaning, and landscaping

2:00PM  Northwestern Community Services Board
500 Dixie Lane, New Market 22844
Volunteers: Navy Federal South
Volunteer Work: Deep clean, gardening and landscaping

4:00PM  Hawksbill Brewery
22 Zerkel St, Luray, VA 22835
After Party for Southern Region

About United Way of Northern Shenandoah Valley: Since 1946 the United Way of Northern Shenandoah Valley has worked to impact the community human care needs that matter most to the people of Clarke, Frederick, Shenandoah Counties and the City of Winchester. United Way of Northern Shenandoah Valley convenes the people and organizations necessary to create solutions to our region’s most pressing challenges and collaborates with effective partners. United Way of Northern Shenandoah Valley seeks to serve as the catalyst for community change by supporting over 45 partner agencies in the area on Income, Health and Education. For more information visit our website www.unitedwaynsv.org. Follow us on Twitter and Facebook at @UWNSV