



United Way of Northern Shenandoah Valley, P.O. Box 460, Winchester, VA 22604

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## **NEWS RELEASE/MEDIA ALERT**

### **MEDIA CONTACT:**

United Way of Northern Shenandoah Valley

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### **UNITED WAY EXPANDS DAY OF CARING FOR LARGEST TWO DAY EVENT TO-DATE September 12<sup>th</sup> & 13<sup>th</sup>**

*Winchester, VA September 7<sup>th</sup>, 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 12<sup>th</sup> at 8:00am. The second Day of Caring Kickoff Party will take place at Shenandoah County Park on September 13<sup>th</sup> 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 12<sup>th</sup> 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 13<sup>th</sup> 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  
781 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](http://www.unitedwaynsv.org). Follow us on Twitter and Facebook at @UWNSV