



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

Media Alert

To: Media Representatives

Fr: Elise Stine-Dolinar

United Way Seeks Donations and Volunteers for 19th Annual Martin Luther King Jr. Day Youth Outreach Event

On Monday, January 21st, United Way invites the youth of the community to partner with United Way of Northern Shenandoah Valley for a day of service to celebrate the memory of Martin Luther King Jr., highlighting the importance of service to others.

As a part of the now nineteen-year tradition, volunteers will package and distribute donated items and informational materials on foot to families in the North End of Winchester. Donated items will be sourced from area agencies and local non-profits. Packaging of materials will take place immediately following a short presentation at 9:00AM at the Our Health Building, 329 N. Cameron St., Winchester, VA. The presentation will feature a speaker from the youth portion of the NAACP. Distribution will then take place until approximately 11AM at various locations/neighborhoods in the North End, departing from the United Way offices. The project honors the memory of Dr. King by recognizing his belief that “everybody can be great, because everybody can serve”.

Registration is currently open online at: <http://bit.ly/UWNSVMLK>. Registration is mandatory and space is limited. Youth and children of all ages are welcome, but must be chaperoned if under 16.

For additional information contact the United Way of Northern Shenandoah Valley at 540-536-1610 or estinedolinar@unitedwaynsv.org

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 @UWNSV or Facebook at UnitedWayNSV