



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

NEWS RELEASE/MEDIA ALERT

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First Public Announcement of Fundraising totals and ALICE® Awareness Week Launch to Occur at United Way of Northern Shenandoah Valley's Bingo Fundraiser OCTOBER 26, 2018

Winchester, VA. October 18, 2018 - United Way of Northern Shenandoah Valley (NSV) will announce the first results for fundraising totals for the 2018 Campaign and will launch ALICE Awareness Week on October 26, 2018 at 6:00pm in their quarterly Beer and Bingo for Charity event held at Winchester Brew Works, 320 N Cameron St, Winchester, VA 22601.

The United Way of Northern Shenandoah Valley invites the community to attend the first public announcement of fundraising results for the 2018 Campaign. The short program will feature fundraising progress thus far from Wilborn Roberson, Senior Vice President of BB&T Greater Washington, and 2018 Campaign Chair. Campaign fundraising totals will be available for immediate release at the conclusion of the meeting.

The event will also include a special short presentation launching ALICE Awareness Week (AAW) from United Way NSV, a poverty awareness challenge and fundraising campaign. Building on the success of One Black Dress week and the Home for the Holidays challenge, participants are challenged for five consecutive days (Nov. 5-9) to change their living situation to empathize with the struggles we see in our area's ALICE population as well as to harness the power of their social media platforms (#aliceawarenessweek) and personal network to drive online donations to help ALICE. Challenges include living off of a SNAP (formerly called food stamp) budget of \$4.50 a day, limiting your clothing to one outfit for an entire week, or finding alternative transportation through carpooling and public transportation for a week. Participants can also create their own challenge, like giving up their laundry appliances and using the laundromat for a week, like many ALICE families do in our community.

In conjunction with the challenges, AAW participants are encouraged to set fundraising goals.

Funding collected during this week by people participating in ALICE Awareness Week Challenges will go back to programs supporting our community's ALICE population, helping working families move out of their cars and cramped motel rooms and into stable homes this holiday season. Monetary amounts have been set by United Way with the hope of driving funding to help the area ALICE population. For example, raising \$1,500 would get a local homeless family into a home.

Area businesses and community members are invited to come to United Way NSV's Beer and Bingo fundraiser, hear about fundraising totals so far for the 2018 campaign and get more information about ALICE Awareness Week.

United Way NSV's quarterly Beer and Bingo fundraiser will begin immediately following the announcements on campaign totals and ALICE Awareness Week, running through to 8:00pm, with a bingo game every 15 minutes. Games cost only \$2 to play, with all fundraising money going towards the 2018 campaign.

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 42 partner agencies in the area on Income, Health and Education. For more information visit our website www.unitedwaynsv.org.