



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

NEWS RELEASE/MEDIA ALERT

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United Way to Hold First Ever Giving Tuesday Online Charity Auction November 12, 2018

Winchester, VA. November, 12, 2018 - United Way of Northern Shenandoah Valley will hold an online auction fundraiser from noon on November 27, through noon on November 30th. The auction is to take place on “Giving Tuesday”, the Tuesday following Black Friday and Cyber Monday where people are encouraged to make philanthropic gestures to kick off the season of giving. Auction bidders will be able to select from more than 50 items and packages that have been donated by area businesses and organizations.

The auction boasts a variety of items from local small businesses like Bell’s Fine Clothing, Sexi Mexi, and Winchester Brew Works. Other items include ski trips to White Tail Resort, a night stay at the Mimslyn Inn, cookware from Nibblins, and date night packages to the Alamo Drafthouse. Another featured item is a signed lithograph photo of Antonio Brown, from Pittsburgh Steelers, valued above \$200.

One of the featured items available for the auction is a full orthodontic package for an individual, donated by Shenandoah Valley Orthodontics. This package is valued at up to \$7,500, and can be customized based on the individual’s needs.

“The proceeds of this auction will go to help make a measurable improvement in people’s lives in the Shenandoah Valley” said Wilborn Roberson, chair of the 2018 Campaign for United Way of Northern Shenandoah Valley. “With active and strong bidding, this auction has the potential to close the gap we are experiencing in fundraising this year and bring us closer to our goal of raising \$1,086,000 in much needed support.”

United Way will be running the auction through an online auction platform designed for ease of use and security. All winning bidders will receive a verified receipt and will stop by United Way to pick up their prizes. “You can track and manage your bids even while on the go” Said United Way CEO, Nadine Pottinga. “The bidding site is safe and secure, and allows winners to pay by credit card when the auction is over”

Bidders are required to register on the website to make a bid. To preview the items as they are added to the auction, visit <https://www.32auctions.com/UWNSV>. The online auction is open to the public.

Local businesses can still make a contribution by contacting Elise Stine-Dolinar, Director of Marketing and Outreach, at (540) 536-1610 or estinedolinar@unitedwaynsv.org. The deadline to donate a prize is 5 p.m. on November 21st.

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.