



NEWS RELEASE
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**UNITED WAY EXPANDS ALTERNATIVE SPRING BREAK
WITH HELP FROM PAST PARTICIPANTS**

– 600 Young People Volunteering to Rebuild Three Communities –

Alexandria, VA – [United Way of America](http://www.unitedway.org) announced today that young adult leadership has helped to multiply the effects of [ALTERNATIVE SPRING BREAK \(ASB\)](#) in 2008, bringing young adults from across the country to communities along the Gulf Coast and in Detroit, Michigan, and resulting in ongoing community involvement beyond the event.

Participants of past ASB events were often so moved by the scenes they witnessed in the Gulf Coast and their realizations that they were able to make a difference, they have become dedicated to community engagement. In a survey after ASB 2007, 84 percent reported they were more likely to volunteer in their communities after their ASB experience. Within three months of the event, 40 percent of them had already followed through on that pledge.

They also remain committed to ASB. This year, 27 percent of last year's participants are returning, generally as team leaders this time around.

"We continue to build on the groundswell of compassion and commitment of Generation Y," stated Brian A. Gallagher, President and CEO, United Way of America. "We're extending service projects beyond the Gulf Coast because there are communities across the country that have pressing needs that can be addressed through thoughtful, focused and committed volunteer work," Gallagher continued.

For ASB 2008, young adults will dedicate a week to helping rebuild three diverse communities:

- Detroit, Michigan, Feb. 23 – March 1: Volunteers will work in conjunction with local partners on such critical tasks as affordable housing, improving child care centers and building ramps to provide people with disabilities a safe means of leaving and returning to their homes.

- Hancock County, Mississippi, March 8 – March 22: Along the Gulf Coast, two groups of volunteers over two weeks will help to rebuild homes and communities severely impacted by Hurricane Katrina.
- Lake Charles, Louisiana, March 8 – March 29: Four groups of volunteers over four weeks will help to rebuild homes and community agencies destroyed by Hurricane Rita.

As part of their crucial support of United Way's campus engagement efforts, Deloitte and FedEx, two [United Way National Corporate Leaders](#), are lead sponsors of ALTERNATIVE SPRING BREAK 2008. Promotional Partners joining them: CheapTickets, supporting the program with travel and maintaining a joint volunteer vacations website volunteer.cheaptickets.com, and MTV, providing online promotion via think.mtv.com.

To follow the efforts of those participating in ALTERNATIVE SPRING BREAK 2008 during the month of March, log on to: <http://blog.unitedway.org/asb>

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About United Way

United Way is a national network of nearly 1,300 local organizations that advance the common good, creating opportunities for a better life for all by focusing on the three key building blocks of education, income and health. United Way of America is the national organization dedicated to leading the United Way movement to create long lasting community change by addressing the underlying causes of the most significant issues. Living united means being a part of the change. Give. Advocate. Volunteer. For more information about United Way, please visit: www.unitedway.org.

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