



**FOR IMMEDIATE RELEASE**  
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## **UNITED WAY ALTERNATIVE SPRING BREAK SPREADS TO FIVE STATES AND LAUNCHES ONLINE COMPONENT**

*– Sponsored by Deloitte, Hundreds of Young People Volunteer to Rebuild Five Communities and Initiate Service Projects at Home –*

**Alexandria, VA (March 2, 2009)** – [United Way](#) announced today that [United Way Alternative Spring Break \(ASB\) 2009](#), sponsored by [Deloitte](#), is mobilizing hundreds of young adults to strengthen and rebuild five communities across the country. College-age volunteers will devote their Spring Break vacations to: rebuild homes in New Orleans, Louisiana and Biloxi, Mississippi that were destroyed by Hurricane Katrina in 2005; reconstruct areas in Greater Houston, Texas that were devastated by Hurricane Ike in 2008; clean up and repair homes ravaged by the 2008 Midwest Floods in Terre Haute, Indiana; and help meet families' basic needs in Detroit, Michigan, which has been hit hard by the economic downturn.

Newly launched this year, the [United Way ASB 2009 Social Media Challenge](#) invites young people to advance the common good by contributing volunteer hours, advocating or giving to help United Way make lasting changes in the areas of education, income and health right in their home or campus communities. The Challenge encourages innovation by offering mini-grants to launch campus and young adult-led service efforts with both on-the-ground and online components.

“Young adults are proving themselves to be strong leaders in advancing the common good in communities across the country,” stated Randy Punley, director of media and corporate partnerships at United Way of America. “We’re proud to team with Deloitte on United Way Alternative Spring Break because of their deep commitment to communities, volunteerism and engaging Gen Y.”

## Schedule for United Way ASB 2009

Feb. 28-March 7

- New Orleans, Louisiana: Volunteers will work with the St. Bernard Project, which rebuilds homes for senior citizens, people with disabilities and families with children who can't afford to have the work done by contractors. Liz McCartney, who founded and runs the St. Bernard Project, won the 2008 CNN Heroes Award.
- Detroit, Michigan: 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.

March 7-March 13

- Greater Houston, Texas: *Deloitte Maximum Impact Week*. Volunteers, led by Deloitte professionals, will help rebuild after Hurricane Ike while addressing on-going community needs that were exacerbated by the devastation of the storm. Projects include home repair, playground reconstruction and income tax preparation for low income families who may be unaware of tax credits available to them.
- Terre Haute, Indiana: Eighty of Indiana's 92 counties were severely impacted by flooding in summer, 2008. Volunteers will participate in demolition, roofing and repair projects.

March 14-21

- Biloxi and Pass Christian, Mississippi: Volunteers will conduct home repair and help complete the new Boys'/Girls' Club that will replace the six area clubs lost in the 2005 hurricanes.

As part of its support of United Way's campus engagement efforts, Deloitte, a [United Way National Corporate Leader](#), is the national sponsor of Alternative Spring Break 2009.

To follow the participants of Alternative Spring Break 2009, go to the [ASB Blog](#).

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### **About United Way**

*United Way is a global network in 47 countries and territories, including nearly 1,300 local organizations in the U.S. 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. The United Way movement creates long lasting community change by addressing the underlying causes of problems that prevent progress in these areas. LIVE UNITED is a call to action for everyone to become part of the change. For more information about United Way, please visit: [LIVEUNITED.org](#).*

### **About Deloitte**

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