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United Way Day of Action Mobilizes People across America

From Boston to Honolulu, Thousands Declare, “I LIVE UNITED”

Alexandria, VA (June 19, 2008) – Saturday, June 21, on the longest day of the year, people in more than 160 communities in 47 states across the country will participate in [United Way Day of Action](#). This event is part of United Way’s LIVE UNITED™ campaign and serves as a call-to-action for individuals to give, advocate and volunteer in the areas of education, income and health.

“We are inviting everyone to join us, engage in your community, and help us improve high school drop-out rates, family financial stability and people’s health,” said Brian A. Gallagher, president and CEO of United Way. “Bold steps are vital to advancing the common good for everyone. When people volunteer, as well as give and advocate, we start to see the change we need. It’s all about connecting your passion to make a difference with effective action.”

The first annual United Way Day of Action will offer opportunities for everyone to get involved, from championing a cause to joining a volunteer activity with the whole family. People can take action right from their desks, making their voices heard through virtual events like the launching of United Way’s Facebook Challenge and an [eDay of Action](#) to sign a cyber-petition in support of [United Way 2-1-1](#) (a phone number people can call to give or get help). Other United Way Day of Action events in the areas of education, income and health include a fitness fair aimed at combating childhood obesity in Washington, D.C., teaching families how to reduce debt and save in East Lansing, Michigan, and a community-wide mobilization effort bringing together individuals, organizations and businesses to recruit, screen and train volunteer mentors for schools in Northeast Florida.

Other major cities across the country hosting activities today include Los Angeles, Anchorage, Chicago, Atlanta, Dallas, Tampa, San Francisco, Des Moines, Minneapolis, St. Louis, Oklahoma City, Buffalo, Phoenix and Cincinnati.

Recently, United Way released [Goals for the Common Good: The United Way Challenge to America](#). The report sets three bold goals for where the nation should be by 2018:

- Cut by half the number of young people who drop out of high school.
- Cut by half the number of working families that lack financial stability.
- Increase by one-third the percentage of healthy young people and adults.

The first annual United Way Day of Action aims to ignite a social movement of people across the country who want to be part of the change and to help the country meet these goals.

LIVE UNITED™ is a multi-media campaign, created pro bono by McCann Erickson New York and launched with the support of The Advertising Council, that provides resources designed to motivate people to give back to their communities. Opportunities to take action through giving, advocating and volunteering can be found at [LIVEUNITED.org](#).

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About United Way

United Way is a global network, 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](#).