

LIVE UNITED



United Way of King County

FOR IMMEDIATE RELEASE

Contact:

Jared Erlandson

206.461.3742

206.293.5927 (cell)

jerlandson@uwkc.org

More than 11,500 volunteers take on service projects across King County as part of United Way of King County's Day of Caring on Friday, September 19

United Way of King County kicks off its annual fundraising campaign by bringing people together to take action and help solve our community's toughest challenges.

SEATTLE- More than 11,500 people will be volunteering at 533 community service projects throughout King County for United Way's Day of Caring on Friday, September 19.

Volunteers will be reading to children, renovating community centers, filling backpacks with nutritious meals for hungry kids and much more. A total of 293 nonprofit agencies will get a boost from the volunteer labor, which is valued at \$1.5 million.

"At United Way of King County, we believe that everyone has a role in building a strong community," said **Jon Fine, CEO of United Way of King County**. "It's inspirational to see thousands of people going out to do the work. That's what it means to live united and that's why we make it easy and accessible, so people can volunteer all year long."

United Way connects more than 30,000 volunteers a year to opportunities with area nonprofits, from human services providers to arts organization and environmental causes.

While more than 100 companies will have volunteer teams at Day of Caring this year, United Way points to one company in particular that sets the bar for hands-on participation.

"We are fortunate to live in such a generous region, where the people and companies invest not only their dollars, but also their time," said Fine. "And no business is a better example of that than **Microsoft**, whose employees again this year make up nearly half of the volunteers participating in Day of Caring. That sends a pretty clear message about the company, and about what kind of community they want to do business in."

Day of Caring serves as the official kick-off of United Way's 2014-2015 fundraising campaign chaired by a quartet of co-chairs community leaders;

- Managing Director of the Newport Board Group, **Colleen Brown**

- Regional President West of AT&T Mobility, **Fred Devereux**
- Community Volunteer, **Dr. Sandra Madrid**
- President of Safeco Insurance, **Matt Nickerson**

Sponsors for Day of Caring include Microsoft, AT&T, the Bill & Melinda Gates Foundation, Casey Family Program, Holland America Line and more.