

United Way of the River Cities
820 Madison Avenue
Huntington, WV 25704

Contact: Cassey Bowden
Office: 304.523.8929 (office)
304.633.5551 (cell)
cassey.bowden@unitedwayrivercities.org



For Immediate Release

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How will you LIVE UNITED on June 21st? United Way of the River Cities - eDay of Action is on the Map!

Huntington, WV –On June 21, 2009 - the longest day of the year - United Ways across the country are participating in a nationwide Day of Action. With more daylight hours than any other, June 21 is the perfect day to let your actions speak louder than words. It's the perfect way to show, by example, what it means to **LIVE UNITED™**. View United Way of the River Cities community opportunity for this year's National Day of Action and others across the US by visiting <http://www.liveunited.org/dayofaction/localdoaplans.cfm>

In honor National Day of Action, United Way of the River Cities is asking community members to **LIVE UNITED™** by letting their story be heard via the LIVE UNITED Story Search.

The LIVE UNITED Story Search is an opportunity for people to create and submit a short video to www.liveunited.tv (no longer than 2 minutes – preferably shorter) illustrating how their working to make a difference in one or more of the following *issue* areas:

Education: Helping children and youth achieve their potential through education

Income: Helping families become financially stable

Health: Improving people's health.

The video should describe how the individual gives, advocates, or volunteers in the community related to the chosen issue area. It should also describe why this work is important and what lasting change it will create.

For example: **GIVE** - Through your gift to United Way you're helping children and youth achieve their potential, promoting financial stability and independence for hardworking families, and improving people's health. **ADVOCATE** - Anyone can champion the cause. Perhaps you're speaking out to improve education, income and health, reaching out to members of Congress, or wearing the **LIVE UNITED™** shirt to show your support.

VOLUNTEER - Whether it's reading to children, leading financial literacy classes for hard-working families, or delivering meals to homebound seniors, your volunteer efforts can make a difference in the areas of education, income and health. Once your video is uploaded to the site, get your friends and

Timing:

- Kick-off: June 21, 2009 (United Way Day of Action)
- Entries and online voting: June 21, 2009 – September 30, 2009
- Selection of Finalists: October 1-9
- Final Round of Voting: October 12-16

Video Description:

- Videos can be created using video phones, digital cameras with video abilities, video cameras or any other video recording device.
- Videos will be judged on quality of story, thought and message, not the quality of the video technology or production.
- Participants must not use materials (artwork, pictures, logos, cartoons, music, film clips, quotations, etc.) belonging to third parties or copyrighted and such entries will be disqualified unless legal approval is gained/provided by the participant.

How to Enter:

- All entrants must be 18 years of age or older (videos featuring families are permissible, so long as the entry is submitted by the parent/ guardian).
- There will be no tolerance for profanity or anything sexually explicit, and United Way reserves the right to remove anything deemed to be inappropriate.
- At www.liveunited.tv there will be a "How I LIVE UNITED Story Search" page with information and directions on how to submit your story.
- Rules and regulations will be clearly stated on the LIVEUNITED.TV splash page.

Selection:

- Round 1: The LIVE UNITED story search page at www.liveunited.tv will include a mechanism for rating/voting for videos. The public is encouraged to view videos and rate/vote for their favorites.
- Round 2: The 20 videos with the highest ratings will be submitted to the selection panel for consideration. The selection panel will be comprised of a panel of experts, including advertising professionals, who will choose three finalists.
- Round 3: The public votes to select a winner.
- The winning story and the person who submitted the story will be featured in the national United Way brand advertising campaign in 2010.

Selection Criteria:

Entries will be evaluation on the following:

- Alignment with United Way's work on education, income and health
- Effectiveness of the message
- Online voting

About United Way of the River Cities

United Way is focused on the building blocks for a better life – education, income and health. Everyone wins when a child succeeds in school, when families are financially stable and when people have good health. LIVE UNITEDTM. A credo. A mission. A goal. A constant reminder that when individuals think outside themselves, they have the power to facilitate change. For more information about United Way contact 304. 523.8929 or log onto www.unitedwayrivercities.org

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