



NEWS RELEASE

Contact:

Colleen Bolingbroke
Director of Marketing & Community Relations
United Way of West Central Connecticut
200 Main Street
Bristol, CT 06010
Telephone: 860-582-9559
Email: colleen.bolingbroke@ctunitedway.org

DATE: April 5, 2010

FOR IMMEDIATE RELEASE

United Way Needs Volunteers for Day of Caring on May 21st

The United Way of West Central Connecticut, serving the communities of Bristol, Burlington, Plainville, and Plymouth, has announced its 19th Annual Day of Caring will be held on Friday, May 21st (with a rain date of Monday, May 24th).

Day of Caring is chance for all individuals in our communities to give, advocate and volunteer. It's a day to join hands, open your heart and find your voice. It's a chance for you to show the community how you "Live United."

Day of Caring is an annual United Way sponsored event offering hundreds of people the opportunity to volunteer at non-profit agencies in our community. Day of Caring began in 1992 as a way to help employees of local corporations interact with human service agencies and has grown since then. While United Way promotes community service volunteer efforts year-round, this day brings hundreds of people together to make a difference in their community.

Last year, nearly 700 volunteers participated in Day of Caring. United Way is again looking for generous individuals who can donate their time and talents. Volunteers can help in two ways this year – they can either experience first-hand the variety of services provided by local non-profit organizations or they can follow the example of Dave Pasqualicchio and pick up litter around their own businesses and homes or at other locations throughout the community. Time commitments range from a few hours to all day and we have projects big and small!

If you are interested in volunteering for Day of Caring 19, please call Colleen at United Way (860) 582-9559 to sign up. We look forward to having a record number of volunteers this year and demonstrating what it means to "Live United."

###

About United Way of West Central Connecticut

The United Way of West Central Connecticut originated as the Community Chest of Bristol, Conn. in 1922 and later expanded into the towns of Burlington and Plymouth. The United Way of Bristol, Burlington and Plymouth merged with the United Way of Plainville in 1996 to form the United Way of West Central Connecticut, which is one of 17 independent United Ways in Connecticut and one of nearly 1,300 national and worldwide agencies. The United Way of West Central Connecticut has been in partnership with individuals, business and organizations working to improve community life for over 85 years.