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For Immediate Release

United Way Encourages Everyone to Give, Advocate and Volunteer During Live United Week

(Greater Kansas City)-----What does it mean to Live United? It means finding a way to reach out and help those in the community who need a hand. That's what United Way is all about and this week, during Live United Week, United Way of Greater Kansas City is encouraging people to give, advocate and volunteer and is offering suggestion on ways to make it both easy and fun.

Once again this year, companies are being encouraged to allow their employees to wear jeans to work for one day during Live United Week in exchange for an extra $5 donation to United Way. Live United Jeans Day will be Wednesday, September 28th, and Kansas City area companies are encouraged to allow employees to dress down for the day. It may seem like a little thing, but bringing casual Fridays to the middle of the week is something a lot of workers appreciate and is something many would be more than willing to pay $5 for the opportunity to do, especially knowing that money will be used to help people who are struggling in our community.

Another fun way in which people can help support this year's United Way campaign is by going to The Roasterie's web site at www.theroasterie.com/causes and order United Way's Live United blend of coffee. The coffee is available in 10 oz., 2 lb. and 5 lb. packages. The Roasterie is donating 10% of the purchase to United Way. The coffee is a special blend, made for coffee lovers who enjoy a good-tasting cup of java, mixed with the natural high one gets from helping others. It's a fun way to do good---and reward your taste buds at the same time.

As part of Live United Week, and throughout this year's United Way campaign, companies are being challenged to show how their employees are living united by giving, advocating and volunteering. Companies are being encouraged to submit pictures and descriptions to United Way of Greater Kansas City's Facebook page (www.facebook.com/unitedwaygkc) showing how their employees are reaching out to help others in our community. United Way will give an award to the company that submits the best example of living united.

Live United Week is one of the many activities happening as part of this year's 2011 United Way fundraising campaign. More than 1,600 Kansas City area organizations will be conducting United Way company campaigns between September 8th and November 18th, asking their employees to consider making a donation to United Way through payroll deduction. Nearly 80% of the $35.1 million United Way of Greater Kansas City raised last year came from individuals through workplace campaigns.

That doesn't mean people who work at a company that doesn't run a United Way campaign can't also give this year. They can still make an online donation by going to www.unitedwaygkc.org/give. The site is safe and secure.

United Way of Greater Kansas City supports a range of community programs focused on education, income and health, which United Way considers the building blocks for a good life. Those three primary focus areas are part of United Way's Community Impact Agenda, which it uses as a guide for investing in more than 300 health and human service programs at 145 Kansas City area nonprofit agencies as well as community initiatives and change strategies.

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