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Lubbock Area United Way

FOR IMMEDIATE RELEASE
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The community invited to attend United Way's Campaign Kick-Off

The Lubbock Area United Way kicks off the 2010 campaign on August 26th. The community is invited to attend the Kick-Off luncheon at 11:45 a.m. at the Lubbock Memorial Civic Center. Gary Schwantz, author of *Get to or Got to?*, is the keynote speaker.

Melisa Roberts, United Way Campaign Chair, will announce the 2010 Campaign Goal at the luncheon. Last year, the local United Way campaign raised more than \$5.5 million dollars. That money is now being invested in the community through the Education Matters Initiative and the 23 Community Partner agencies who provide a wide range of services to the Lubbock area.

Along with the goal announcement, the Jump Start Division Chair, Amber Dean, will announce Jump Start results. The Jump Start Campaign runs from the beginning of July through mid-August each year. Area companies that participate choose to conduct workplace giving campaigns before the traditional start of the Annual Campaign.

Cost of the luncheon is \$15 per person or \$120 for a table of 8. Reservations can be made by calling the United Way office at 806-747-2711. Reservations need to be received by Friday, August 20, 2010.

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