

Media Advisory

- WHO:** United Way Staff/Volunteers
Chamber Businesses
Chamber Ambassadors
- WHAT:** Live United- Pass It On
- WHERE:** Throughout the Lubbock Community
(regular updates will come by email)
- WHEN:** Friday, June 18 – all day

Lubbock's United Way once again is dedicated to advocate the "Live United" concept Friday by taking it one step further. All day long, United Way and its member agencies are committed to a "Live United- Pass It On," project in which people are encouraged to do random acts of kindness throughout the community. The idea came up locally last year to spend a day spreading the word about what United Way really is about, 365 days a year, and what it means to truly 'Live United'. This is the second year United Way will celebrate the "Pass it On" event.

United Way's Loaned Executive volunteers already have a day of fun activities planned at Leftwich Park with kids from Boys and Girls Clubs, Guadalupe-Parkway Neighborhood Centers, and the YWCA.

Community organizations including Betenbough Homes, Covenant Hospital, Plains Capital Bank and Xcel Energy have plans to send out 'street teams' of employees or have internal groups that will be doing random acts of kindness throughout the day.

Lubbock Chamber President Eddie McBride and his staff have also jumped on board again this year to encourage the business community to also Live United- Pass it On in their own way.

Local businesses are asked to come up with unique ways in which they can give back to the community, whether it's to their customers in some special way on Friday, or by some other random act that simply is a gesture of the "Live United" concept.

Multiple cards have been passed out and are available to those participating stating "Live United- Pass it On," and as each "random act" is completed, a card will be passed to the next person, in hopes that he or she may also pass along yet another random act of kindness, creating a wave that sweeps across our community.

For information about the day, please visit Twitter at LiveUnitedLbb or Facebook at liveunitedlubbock. Additional information is also available on United Way's website at www.liveunitedlubbock.org.