

UNITED WAY OF THE MIDLANDS CONTACT:

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**Campaign to Make Our Community “That Kind of Town”
United Way Kicks off 2017 Drive on Tuesday, August 22**

United Way of the Midlands (UWM) will kick off its annual fundraising campaign beginning at 4 p.m. on Tuesday, August 22, 2017 at Turner Park in Midtown Crossing, 3110 Farnam Street. The free event will feature food from Midtown Crossing restaurants, a community art project, a balloon release and a local DJ.

Contributions made by hundreds of organizations and thousands of individuals will empower UWM to address the basic needs of our community’s most vulnerable neighbors. This theme for the event is community:

It takes a special kind of person and a generous community to improve the town we live in and to help our neighbors who need it most. You are that person. We are that kind of town.

Sue and Steve Seline are the 2017 United Way Campaign Chairs and will host the event. Mr. Seline is the president of Walnut Private Equity Partnership and Mrs. Seline is the chairman of the Westside Community Schools Foundation.

“Omaha and the surrounding area is a very special place. Community wide we want to make this a better town for everyone. United Way of the Midlands is vital because they ensure donors’ dollars are invested wisely, for maximum impact, with clear, measurable goals in more than 120 programs. We’re stronger together.” said Mr. Seline. “Sue and I are deeply honored to co-chair this year’s campaign.”

Joining the Selines kickoff will be members of UWM’s Board of Directors and Cabinet Committees, business leaders and local mayors.

The community can provide support to the United Way of the Midlands campaign by donating at www.UnitedWayMidlands.org. #ThatKindofTown

About the United Way of the Midlands

Thanks to donors, volunteers and community partners, United Way of the Midlands is not only focused on addressing our community’s human needs today; it is focused on what can be, and what should be. It is building on today’s strong partnerships to create even more comprehensive human service efforts tomorrow, so our community can solve some of the root causes of poverty. United Way is community-based, community-focused. Thanks to those who share their strength, United Way is COMMUNITY STRONG. We invite you to visit www.UnitedWayMidlands.org for more information.

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