

UNITED WAY OF THE MIDLANDS CONTACT:

Brayton Hagge (bhagge@uwmidlands.org)
Office: 402.522.7963 | Mobile: 605.661.2137

Jill Samuelson (jsamuelson@uwmidlands.org)
Office: 402.522.7922 | Mobile: 402.319.8213

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United Way to Kick Off 2019 Fundraising Drive with Celebratory Breakfast on Thursday, August 29

United Way of the Midlands (UWM) will kick off its annual fundraising campaign and recognize community members who contribute their time, talent and resources to the metro during a celebratory breakfast on Thursday, August 29. The breakfast, which will be held at the Omaha Marriott, 10220 Regency Circle, is scheduled to begin at 7:30 a.m.

The program will feature a panel presentation with members from United Way-funded agencies: Heartland Family Service, Family, Inc. and Big Brothers Big Sisters of the Midlands. Malorie Maddox, chief communications and marketing officer at Blue Cross and Blue Shield of Nebraska, will moderate the panel.

James and Paula Blackledge, the 2019 United Way Campaign Chairs, will also deliver remarks. Mr. Blackledge is the CEO and Chairman of Mutual of Omaha, and Mrs. Blackledge is an active community volunteer.

“United Way’s focus on basic needs, student success and financial self-sufficiency is moving the needle to support more than 100,000 people living in poverty,” said Mr. Blackledge. “Without question, this work is critical to the future of our community. Paula and I are proud to support their efforts and are grateful for the partner agencies that are making a real difference in the lives of our most vulnerable neighbors.”

In addition, the breakfast serves as the official launch of UWM’s new social media fundraising promotion, #HatsOff4UnitedWay. To participate, individuals can post a picture of themselves taking off a hat on social media and use the hashtag #HatsOff4UnitedWay. Mutual of Omaha, Blue Cross and Blue Shield of Nebraska and First National Bank will then donate \$1 per hashtag back to UWM to benefit families and individuals in need, up to \$25,000.

Funds raised through UWM’s annual fundraising campaign and #HatsOff4UnitedWay will be invested into nonprofit programs that provide basic needs, education and financial stability supports in the Omaha-Council Bluffs metro. Together, these programs create a circle of support for people in need and help them start down the path to independence and stability.

The kickoff breakfast is generously underwritten by Mutual of Omaha.

About the United Way of the Midlands

United Way of the Midlands (UWM) has served the Omaha-Council Bluffs metro for more than 95 years. Guided by best practices and community input, it approaches poverty in a specific way – a “united” way. With the support of volunteers, community partners and donors, UWM invests 92 cents of every donated dollar in our local community. These dollars fund basic needs, education and financial stability programs at local nonprofits, creating a circle of support for people in need. Please visit unitedwaymidlands.org for more information.

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