



**United Way of Broome County, Inc.  
PO Box 550  
Binghamton, NY 13902-0550**

For more information:  
Bruce Dudley, Communications Director  
Office: 240-2005  
Home: 770-7696

**August 11, 2011**

### **United Way Schedules Tenth Annual Day of Caring for Friday, September 9**

JOHNSON CITY, NY –More than 1,000 volunteers are expected to participate in the tenth annual Day of Caring sponsored by United Way of Broome County, which will be held on Friday, September 9. The plans for Day of Caring were announced today [August 11] by its co-chair, Ken Spink, a volunteer from Endicott Interconnect Technologies, at a news conference held at Oakdale Mall.

To date, 50 area organizations have agreed to provide a total of 85 volunteer work groups to participate in various work projects at 42 local charitable and other not-for-profit organizations.

Most of the projects will be fixing-up and clean-up activities, such as painting, minor repairs, and landscaping. Some activities will involve more skilled work such as re-roofing projects, electrical installation, and plumbing replacement.

Other activities include closer involvement with the mission of the agency. These include distributing informational flyers to residents of a targeted area, participating in arts and crafts with the clients of an agency, and serving food to disabled and senior citizens and entertaining them.

-more-

Some organizations that can not release their employees to participate in Day of Caring activities will be conducting a drive held around September 9 to collect items such as diapers or school supplies for distribution to low-income residents of the community.

This is the tenth Day of Caring, marking a Decade of Caring in Broome County. Originally conceived as a remembrance to those who lost their lives during the terrorist attack on September 11, 2001, and to honor the many local heroes that evolved from the aftermath of that day, Day of Caring has enrolled more than 1,000 volunteers each year.

A t-shirt design contest open to local school-age children to create a special design for this year was won by Samantha Di Falco, a student at East Middle School in Binghamton. She will be present at the Morning of Remembrance program held at Oakdale Mall beginning at 8 a.m. on the Day of Caring.

As in years past, a special community initiative is starting today as part of Day of Caring. The program is "Let's Read", which is designed to increase the number of children who can read at that grade level in the fourth grade. Children's lending libraries are being established in frequented public and agency locations. One will be in the Oakdale Mall near the entrance from the mall to the J.C. Penney store. The program will not only encourage children to read books, but also encourage parents and other caregivers to read to younger children.

A book drive to support Let's Read begins today. New or gently used books can be dropped off at the school bus located outside Macy's entrance to the Oakdale Mall near Harry L Drive. All donated adult books will benefit the Broome County Library in Binghamton. The bus will be at the mall on the next three Saturdays: August 13, 20, and 27.

The gold sponsors of this year's Day of Caring are: BAE Systems, Columbian Financial Group, Endicott Interconnect, IBM, Oakdale Mall, Visions Federal Credit Union, and Wegmans. Excellus BlueCross-Blue Shield, Emerson Network Power, Hinman Howard & Kattell, are silver-level sponsors.

###