



United Way
of Broome County

United Way of Broome County, Inc.
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NEWS MEDIA RELEASE

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Martin Luther King Jr. Day of Service Unites Broome County

United Way of Broome County and the young professionals' group, the Emerging Leaders Society (ELS), will be participating in the country's largest annual day of civic engagement, the National Martin Luther King Jr. Day of Service. On January 18, 2021, United Way of Broome County and ELS will be among the thousands of Americans across the country who will be honoring Dr. King's legacy by dedicating the "Day On" to giving back and making a difference in the community.

We are celebrating the Civil Rights and Service legacy, by challenging the community to engage in activities to educate, understand equity and inclusion, all while taking steps to become an ally and have a positive impact. At United Way of Broome County, we have curated a list of activities and actions that can happen while practicing social distancing. To learn more visit: <https://www.uwbroome.org/mlkday2021/>

In honor of Dr. King, daily challenges and ideas posted online and on social media sites will encourage locals to take part in simple things they can do to spread kindness throughout the community. In addition, United Way and Emerging Leaders Society will take to the streets and to create small or little acts of kindness. We hope these volunteer acts will bring smiles to others on this important day.

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About United Way of Broome County

United Way of Broome County unites donors, volunteers and community organizations in a common mission to drive change that will have a positive impact on the critical needs of our community by strategically leveraging the collective resources of community partners. Our focus is on Basic Needs, Health, Education, and Financial Stability. These are the building blocks for a good life and the cornerstones of a strong community. By combining contributions from individuals and organizations, United Way generates a larger pool of dollars and expertise to tackle the issues that matter most, to help those who need it the most, in ways that achieve the greatest impact. Our work is personal enough to change lives and powerful enough to improve conditions across the community we serve. United Way invites people to come together, LIVE UNITED and create the change we want to see.

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