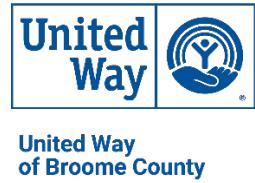


United Way of Broome County, Inc.
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NEWS MEDIA RELEASE

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United Way of Broome County's Day of Action Rallies Volunteers To Create Local Impact

BROOME COUNTY, NY – United Way of Broome County is spurring volunteers into action to create meaningful impact through the community on Friday, June 18, and Saturday, June 19 for Day of Action, an annual event that mobilizes the caring power of volunteers to create positive change in communities around the world. Traditionally held on or about June 21, Day of Action invites volunteers of all ages to rally together around important issues. Last year, United Way of Broome County collected hundreds of items to support childcare centers during the COVID-19 pandemic.

For 2021, United Way of Broome County has developed innovative and socially distant volunteer opportunities, complying with local and CDC guidelines to keep partners, staff, and volunteers healthy and safe while they continue to meet critical community needs.

United Way of Broome County is currently seeking civic-minded volunteers and volunteer groups from area businesses looking to share their time and talents to help local organizations. With an array of 4-hour project choices, volunteers participating in Day of Action are sure to make a lasting change in our community.

Day of Action volunteers provide the support needed to accomplish projects that many non-profit organizations may not have the resources to complete without help. Project types cover a vast array, from assisting with office clerical work, to helping with gardening, painting, and cleanup projects. However, the impact of the Day of Action extends well beyond beautification; allowing many of the non-profit agencies involved to reallocate funds that would have been spent on these capital projects back into programming and direct services for local residents.

As this new annual event kicks off, we welcome and encourage interested volunteers and volunteer groups to visit www.uwbroomevolunteers.org, the Volunteer HQ digital database, and click DAY OF ACTION, to see the volunteer opportunities and register for the event. In addition, all participating volunteers will receive a local United Way of Broome County Volunteer Tee! Need additional assistance? Please email Maria Cataldo, Senior Director of Marketing & Communications, at mcataldo@uwbroome.org or call 607-240-2005.

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About United Way of Broome County

United Way fights for the health, education, and financial stability of every person in Broome County. For over 100 years, United Way of Broome County has improved conditions in the community to help individuals lead more successful lives. United Way's mission is to drive change that will have positive impact on the critical needs of the community by strategically leveraging the collective resources of community partners. To learn more visit www.uwbroome.org or call 607-240-2000.

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