

Improving lives in Vanderburgh, Warrick & Spencer Counties

NEWS RELEASE

**FOR IMMEDIATE RELEASE:**

September 5, 2015

Contact: Amanda Newman

Phone: 812-421-7483 | email:[anewman@unitedwayswi.org](mailto:anewman@unitedwayswi.org)

## United Way of Southwestern Indiana Challenges the Community to Do Random Acts of Kindness

Starting September 7th, United Way of Southwestern Indiana challenges companies, agencies, schools, and individuals to participate in LIVE UNITED DAYS and perform random acts of kindness. United Way asks that you record or take photos then post and share them with United Way on social media. “All we are asking is for you to do something nice for someone, sometime this week. These can be small or big acts of kindness. We also encourage you to share them with us on social media by using the #LIVEUNITEDDAYS,” stated Amanda Newman, Director of Marketing and Communications of United Way of Southwestern Indiana.

These acts of kindness can be things such as paying for the meal of the person behind you in the drive-thru or sending greeting cards to loved ones. United Way encourages everyone to be creative, make it fun, and then share it on social media. Newman also stated, “United Way encourages all organizations to challenge each other to participate in sharing random acts of kindness... which demonstrates how great things really do happen when we LIVE UNITED.”

United Way will then share these on September 11th as they kick off their Day of Caring event at the Old National Events Plaza. Day of Caring will begin at 7:00 a.m. with a breakfast and short program before deploying roughly 1,100 volunteers into the community to help non profits with various projects.