

MEDIA ADVISORY

CONTACT:

Abby Mathieu

abby@blenderadv.com

304-281-8097 (cell)

724-969-9003 (office)



**United Way of
Southwestern Pennsylvania**

United Way calls on local families to participate in #FamiliesForGoodChallenge *Campaign goal to reach 5,000 logged hours of family volunteerism*

Pittsburgh, Pa. (March 18, 2017) – Launched today at United Way’s annual Be My Neighbor Day event, United Way’s first-ever #FamiliesForGoodChallenge seeks to inspire families to volunteer together and challenge their friends and loved ones to do the same on social media to make a big impact throughout the community.

The goal of the #FamiliesForGoodChallenge is to have the local community log 5,000 collective hours of family volunteerism from today (March 18) – May 20, 2017. United Way, along with its agency partners, offer a variety of family volunteer activities, including at-home opportunities, for the community to participate in whatever way is most impactful and convenient to them.

“It is United Way’s goal to create meaningful, fun family volunteer opportunities where our community can work together with their families to make a real difference,” said Lois Mufuka Martin, chief volunteer engagement officer. “The challenge is a great opportunity for parents to teach their children the value and importance of giving back. We hope to see people of all ages participating in family volunteer activities through the #FamiliesForGoodChallenge.”

To kick off the challenge, families in attendance at today’s Be My Neighbor Day event were encouraged to sign on to familiesforgoodchallenge.org and log their volunteerism hours. Next, participants shared photos or videos of their families volunteering on their social media channels, tagging United Way of Southwestern PA and using #FamiliesForGoodChallenge. They were asked to challenge their friends and loved ones to sign up and participate by tagging them in their post.

Families who want to participate in the challenge should start by visiting familiesforgood.org, where they can sign up for United Way’s volunteer activities, which include building literacy kits for local children, supporting women in crisis, painting youth centers, cleaning up local parks, building spring cleaning kits for veterans, decorating pots for seniors and more. While these opportunities are available, United Way invites the community to log their hours after participating in any volunteer activity across the city with their family.

While at a local volunteer activity, families should join the conversation by sharing their photos and experiences on Facebook and Twitter and tagging United Way of Southwestern PA and #FamiliesForGoodChallenge.

Here's a step-by-step guide to participating to make things simple:

1. Follow United Way of Southwestern Pennsylvania on Facebook, Twitter, Instagram and LinkedIn.
2. Visit familiesforgoodchallenge.org to choose an activity and log your hours.
3. Volunteer!
4. Take a video of your family at a volunteer event, or after volunteering, calling out other families to take the #FamiliesForGoodChallenge.
5. Post your video publically on social media, tag United Way of Southwestern Pennsylvania, the families you are challenging and use **#FamiliesForGoodChallenge**.

About United Way of Southwestern PA – United Way of Southwestern Pennsylvania, serving Allegheny, Westmoreland, Fayette and Southern Armstrong counties, leads and mobilizes the caring power of individuals, the business community and organizations to help local people in need measurably improve their lives. United Way creates long-lasting change for the betterment of our community.

###