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United Way kicks off campaign with dynamic event to impact 800 local children

500 young professionals inspire healthy habits in local kids at United Way's Games for Good

Pittsburgh, Pa. (DATE) – To kick-off its annual campaign, United Way of Southwestern PA will host an action-filled event for young professionals to inspire local kids. United Way's second annual Games for Good, presented by First National Bank, the largest subsidiary of F.N.B. Corporation (NYSE: FNB), will take place at the David L. Lawrence Convention Center on Oct. 9, where 800 local youth will join with 500 volunteers to participate in activities that promote physical fitness and healthy eating. New this year, the activities will be teamwork- and STEM-focused.

"During the 2017 campaign, United Way's Next Gen committee placed a focus on helping kids in our region learn healthy habits, succeed academically and build character," said Natalie Talpas, United Way's Bridges Society co-chair. "For our 2018 campaign, we plan to continue this work in an even bigger way, starting with our second annual Games for Good event. With United Way's help and dedication, we feel strongly that young professionals can have a big impact on our local youth and help pave the way for them to have a successful future."

United Way's United for Children initiative is dedicated to providing programs and opportunities that help local kids succeed and learn from successful, caring adults in their community. The organization offers meaningful opportunities for its volunteers and local professionals to engage with community members and make a tangible difference.

This year's Games for Good will be focused on team-building and STEM activities that involve the volunteers and kids working hand-in-hand through action-filled games to solve problems, play as a team, and learn new strategies.

"Healthier nutrition and physical activity play a critical role in child development and can have a big impact on academic achievements. Events and programs from United Way, like Games for Good, help kids build confidence and skills to achieve success," said Shawn Robinson, United Way's Next Generation/L.I.N.C. co-chair. "We are so excited to see 500 young professional volunteers come out to show our local kids that people in the community are here for them. We believe connecting kids with caring adults can make a lasting difference."

“FNB is passionate about helping local kids. We partnered with United Way on its first-ever Games for Good event last year, and it was a great success. We were eager to raise our hands again this year,” said Ron Donatelli, President of FNB’s Pittsburgh Region. “Many of our employees were energized after volunteering at last year’s event and could see they were making a real impact. The kids at Games for Good go home with a sense of confidence. We’re proud to partner with United Way and be part of this great work.”

Games for Good is one opportunity United Way offers that allows young professionals to get involved in the community in a meaningful, hands-on way and develop personally and professionally by building their business and social networks. Other year-round opportunities include United Way’s Be a Middle School Mentor, its upcoming Hoodies for the Holidays campaign, the Adopt-a-School program, and more.

United Way’s Games for Good, presented by First National Bank, will take place Tuesday, Oct. 9, from 3:30 – 6 p.m., at the David L. Lawrence Convention Center. Games for Good will be followed by a happy hour for volunteers to network with one another and learn more about how to make a difference in their community.

About United Way of Southwestern PA – United Way of Southwestern Pennsylvania, serving Allegheny, Westmoreland, Fayette, Butler 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.

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