

FOR IMMEDIATE RELEASE

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United Way Hosts Virtual 2020 Campaign Kickoff Event

AUGUSTA, GA – United Way of the CSRA is hosting their first-ever virtual campaign kickoff on Monday, August 24, from 11:30 a.m. to 12 p.m. The annual event, traditionally hosted at the Bell Auditorium and previously attracting more than 500 attendees throughout the CSRA, will be livestreamed on <http://www.uwcsra.org/campaignkickoff> this year due to COVID-19.

The event will be in an interactive format, recognizing the tremendous needs residents face in our community, and the work that still needs to be done so that local individuals and families can weather the impacts of COVID-19 and lead healthy, successful lives going forward. Attendees can view the event on their computer, tablet, or mobile device, and are encouraged to interact in the livestream chat box before and during the event.

“Right now, the safety of our community is a top priority for us. Of course, we would have loved to kick off our 2020 campaign with each and every one of you in person, but with Georgia’s health safety precautions in place, we had to make a tough decision,” says Brittany Burnett, President & CEO of United Way of the CSRA. “We look forward to bringing our community together in this new, virtual format to learn, connect, and get inspired together. This will be a tough campaign year, but we know great things can happen when we all pull together for the greater good and help our fellow neighbors in need.”

You can still register to attend this free event by visiting <http://www.uwcsra.org/campaignkickoff>.

United Way would like to thank our generous sponsors and partners for making this event happen: Savannah River Nuclear Solutions and Publix (Presenting Sponsors); Doctor’s Hospital and Southern Nuclear Operating Company (Platinum Sponsors); ADP (Gold Sponsor); Electrolux, Georgia Power, and University Health Care System (Silver Sponsors); The Augusta Chronicle, Beasley Media Group, and WJBF NewsChannel 6 (Media Partners); and Corsica Technologies and American Audio Visual Services (Technology Partners).

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United Way of the CSRA mobilizes the caring power of the community to ensure that they are Leading Families Forward and solving complex social issues across a 12-county impact area. United Way brings together businesses, nonprofits, schools, government entities, donors, and volunteers to create lasting change and ensure children, young adults, and families have the tools and resources they need to achieve their maximum potential.

Funds raised from the 2020 campaign will be used to support vital health and human service programs throughout the CSRA that align with our community-wide initiative of Leading Families Forward. These funds are largely raised through individual donations and workplace campaigns at over 200 local companies in our 12-county region.