

FOR IMMEDIATE RELEASE

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## **UNITED WAY OF CENTRAL VIRGINIA CELEBRATES KICK-OFF OF 2023 CAMPAIGN**

Each year, United Way of Central Virginia (UWCV) raises over \$1 million to support programming at 25 partner agencies in Lynchburg and the surrounding counties. These nonprofit agencies work to improve the quality of life for our neighbors with a focus on the areas of Health, Education, Financial Stability, and Basic Human Needs. This year's UWCV campaign gets its official start on Thursday, September 14<sup>th</sup> at 5:30 p.m. with a Campaign Kick-Off Event at the Academy Center of the Arts. Participants will enjoy heavy hors d'oeuvres and a cash bar as they mingle with notable Central Virginians, then move into the Historic Theater for an exciting program emceed by local celebrity Bill Bodine, Campaign Chair Nat Marshall, and UWCV CEO Kim Soerensen. The program will include live speakers, videos, and musical entertainment. The public and media are invited, and tickets are free with registration.

"We are thrilled to be able to gather to celebrate United Way of Central Virginia and its impact," said UWCV Events Coordinator Tabitha Abbott. "This year's campaign kickoff will be the biggest and best yet, and we hope our Central Virginia community will join in the excitement."

For more information or to register, see <https://www.unitedwaycv.org/events/campaign-kick-off> or email Ula Kauppi, Director of Resource Development, at [ula.kauppi@unitedwaycv.org](mailto:ula.kauppi@unitedwaycv.org).

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United Way of Central Virginia was founded in 1921 with a mission to mobilize the compassionate power of our community to improve the quality of life in Central Virginia. Every day, we work to advance Health, Education, Financial Stability and Basic Human Needs in Lynchburg and the surrounding counties. In 2022, nearly 53,000 Central Virginians were helped by a United Way program. Visit <https://www.unitedwaycv.org> for more information about United Way of Central Virginia.

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