



FOR IMMEDIATE RELEASE—September 13, 2010

For Additional Information:

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**United Way in Waukesha County Communicating Need in New Way**

WAUKESHA— United Way in Waukesha County is organizing a LIVE UNITED flash mob to take place on Wednesday, September 15 over the lunch hour in downtown Waukesha. The flash mob is an event to kickoff the annual United Way campaign and draw awareness to the needs of the Waukesha County community.

A flash mob takes place when a group of people meet to perform a predetermined task at a particular place and time. On the day of United Way in Waukesha County's flash mob, hundreds of supporters will line both sides of Main Street between Barstow Street and Clinton Street just before the noon hour. Some supporters will be carrying signs that speak to the critical health and human service needs in Waukesha County, a means to build awareness of the ever-increasing needs within the community.

At 12:00 p.m. sharp, all said supporters will remove their jacket or alternative shirt covering to reveal a black t-shirt on which the words LIVE UNITED will appear in white. The flash mob participants will strike a pose and hold it for a couple of minutes. When United Way's sponsored

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Ford Fiesta giveaway car travels down Main Street, the flash mob participants will be released from their pose and will return to their daily activities.

LIVE UNITED flash mobs have occurred across the country within the last couple of years, including one that took place in front of Detroit, Michigan's Ford Field before the Detroit Lions played the Tennessee Titans on Thanksgiving Day in 2008. To view examples, visit [YouTube.com](http://YouTube.com) and search LIVE UNITED flash mob.

Anyone interested in participating is welcome. Individuals or groups can sign up for the event by contacting the United Way in Waukesha County office at (262) 547-8459. To learn more about United Way in Waukesha County, including the organization's 2010 sponsored Ford Fiesta car giveaway, visit [www.UnitedWayWaukesha.org](http://www.UnitedWayWaukesha.org).

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