

FOR IMMEDIATE RELEASE



For Additional Information:

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United Way Supporters *Dancin' in the Street* at Freeman Friday Night Live

(September 14, 2011) – Waukesha, WI – Supporters of United Way in Waukesha County will participate in a dance mob during Freeman Friday Night Live on Friday, September 23 at 6:30 p.m. The dance mob, held at the Generations stage, will feature a large group of supporters demonstrating their moves to a choreographed dance number while displaying United Way's signature item, LIVE UNITED t-shirts.

Many organizations have already kicked off their 2011 United Way campaign, and the dance mob will serve as the campaign kickoff for the community. In addition to the fun dance number, mob participants will also create awareness of the issues United Way is addressing in the local community by showcasing posterboard signs which list out the various issues. Also present will be signs encouraging community members to "give," "advocate," and "volunteer" as a means to demonstrate their commitment to LIVE UNITED in Waukesha County.

The public is invited to join the growing list of dance mob participants. Those interested in participating are encouraged to visit United Way in Waukesha County's website, YouTube page or Facebook page to access the how-to video, which features a local volunteer walking through the choreography. A dress rehearsal is scheduled for Tuesday, September 20 at the Frame Park pavilion from 5:00-6:00 p.m.

To RSVP for the dance mob and schedule a LIVE UNITED t-shirt pick up, contact Chrissy Olson at United Way in Waukesha County at (262) 547-8459 ext. 112 or Chrissy@UnitedWayWaukesha.org.

About United Way

United Way in Waukesha County is a community-based non profit that identifies and addresses local health and human service needs by raising resources necessary to positively impact lives and conditions. The organization's annual fall fundraising drive will run through November 30, 2011. For more information, contact the United Way in Waukesha County office at (262) 547-8459 or visit www.UnitedWayWaukesha.org.

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