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**NEWS RELEASE
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**United Way Holds Campaign Kickoff Event at Razorback Stadium;
Announces Special Gift to Fund a Homeless Initiative**

Fayetteville, AR – United Way of Northwest Arkansas kicked off the 2009 Community Campaign on August 14, at Reynolds Razorback Stadium with more than 200 people to help mark the occasion.

The event was lead off by Ken Robertson, President of the United Way's Board of Directors who thanked companies and individuals for their outstanding leadership. Among those appreciated were eleven companies that participated as Pacesetters and held campaigns prior to the official kickoff marked by the event.

Those Pacesetter companies were: Arkansas Support Network, Arvest Bank, JV Manufacturing, Metropolitan National Bank, Morning News, National Home Center, Northwest Arkansas Regional Airport, Ozark Electric Cooperative Company, Rogers/Lowell Chamber of Commerce, Signature Bank and UPS.

Together, these companies, along with other early contributions, have raised more than \$350,000 towards creating long-lasting changes in the areas of education, income and health.

Following Ken Robertson, Jeff Schomburger, President of the Global Wal-Mart Team for Procter & Gamble and the 2009 Campaign Chairman, spoke about the ways those in the audience could unite around the United Way's new Live United movement. He talked about the three pillars of Living United by giving, advocating and volunteering and how he is promoting these pillars, not only through his role as Campaign Chairman, but also at Procter & Gamble.

Jeff Schomburger then introduced University of Arkansas Athletic Director Jeff Long who spoke about building a winning team. He related that to United Way's Live United movement, where we can all be a part of a winning team if we understand that we are all connected and that each of us is vital to the success of the region as we work to address the needs.

Highlighting the needs in our region was Amy Linimon, Vice President of Resource Development for United Way. She painted a picture of the face of need in Northwest Arkansas, and how that face is not always the one that you first envision. The face of need might be that of your neighbor, your friend, your child, or your own.

Finally, the event wrapped up with a special presentation from Raymond James & Associates as they helped to further the United Way's vision of creating long-lasting changes in the community by presenting the organization with a \$31,000 check to support homeless initiatives in the region.

More information regarding this gift is available in an additional statement from United Way.

For more information regarding the event, please contact Brooke Benoit at 877.750.1221 or via e-mail at bbenoit@unitedwaynwa.org.

About the United Way of Northwest Arkansas

United Way is dedicated to helping advance the good of all in our community through focusing on key issue areas such as education, income and health to create lasting changes in our community. By engaging individuals and companies around giving, advocating and volunteering for these types of issues we can all work to Live United in Northwest Arkansas. For more information about how to Live United, please visit our website at www.unitedwaynwa.org.