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**MEDIA ADVISORY**  
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**United Way Kicks Off Campaign “Cheering for Volunteers”**

**Lowell, ARK.** – United Way of Northwest Arkansas kicks off the 2010 Community Campaign on Tuesday, September 1 at Arvest Ballpark starting at 11:30 a.m.

Guest speakers at the event will include United Way Board Chair Ken Robertson, Campaign Chair Rich Kley, and a special speaker telling their story of how they LIVE UNITED in Northwest Arkansas.

WHO: United Way of Northwest Arkansas

WHAT: United Way Cheers for Volunteers

WHEN: Tuesday, September 1, 11:30 a.m.

WHERE: Arvest Ballpark

GUEST SPEAKERS: Brad Reed, Fox 24 Anchor

Board Chairman, Ken Robertson, Robertson Family Enterprises  
2010 Campaign Chair, Rich Kley, Vice President, Walmart Team -  
Cadbury

Attendees will enter through the gates by the administrative offices at the ballpark and not through the main gate. All festivities will be occurring on the third base line and the third base concourse.

**Contact:**

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