



United Way
of Southwest Oklahoma



United Way of Southwest Oklahoma
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MEDIA RELEASE

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United Way's Fundraiser to Kick off Community's Annual Campaign

Lawton, Okla – United Way of Southwest Oklahoma is pleased to announce the date for the 2014 Campaign Kickoff, which will be held on Thursday, September, 4, 2014, at 6:00 p.m. at the Hilton Garden Inn & Convention Center in Lawton, OK.

This year's campaign kickoff will be an entertaining dinner event including an inspirational talk "Making a Difference-The United Way" addressed by America's premier keynote speaker Mr. Steve Gilliland. Speaking to more than 250,000 people a year, Mr. Gilliland positively influences the lives of millions in every imaginable way, regardless of position or status.

Lauren Ellis, United Way's Executive Director said, *"I am really excited about this event because it will be a great way to entertain, inform, and motivate our community while celebrating the official kickoff of our annual fundraising campaign. This will be the first event of its kind for our Organization and I look forward to the opportunity to share the United Way story with our donors and supporters. Being able to partner with one of the top-rated speakers in the world to benefit a cause that touches each of us so deeply is very energizing. We are thrilled to bring Mr. Gilliland back to our community and know this event will make our annual campaign even more special and inspiring."*

Launching this event is a new initiative by the United Way, as it gives a fantastic opportunity to raise additional funds for the organization, along with the campaign efforts.

Goodyear Tire & Rubber Company is the Premier Event Sponsor. However, other sponsorship opportunities are available for this event. Packages range from \$800 to sponsor a table of 8, through \$2,000 to become a gold sponsor.

If you are interested in learning more about sponsorship levels, and to purchase your ticket please contact the United Way office at 580.355.0218. Enclosed is the event flyer and sponsorship packages outline.

About the United Way of Southwest Oklahoma:

The United Way funds 19 local agencies and their various programs that address community issues. The United Way is a charitable organization and depends on volunteers and the generosity of the local community to fulfill its mission. For more information, please visit www.uwswok.org.

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