



**NEWS RELEASE:  
FOR IMMEDIATE RELEASE**

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**United Way Announces 11<sup>th</sup> Annual Day of Caring**  
*-United Way's largest volunteer effort-*

*Horry County, SC (July 29, 2010)* – United Way of Horry County will hold its 11<sup>th</sup> Annual Day of Caring on September 24, 2010. The Day of Caring is the largest one-day local volunteer effort for United Way of Horry County. It brings together a large group of volunteers and provides them with the opportunity to make a difference through hands-on projects. Volunteers from local businesses, individuals and organizations spend the day completing tasks such as painting, landscaping, building, cleaning and other services. Last year, United Way's Day of Caring had more than 215 volunteers! United Way wants to surpass this number and needs individuals, companies and groups to sign up to volunteer by calling United Way at 347-5195.

United Way's Day of Caring committee and board of directors have chosen to partner with Horry County government on the Palmetto Adventure Land playground (PAL). "Since this project is benefiting the community, was designed by our local children and needs to be built by volunteers – our volunteers saw this project as a great way to showcase our community living united," states Julie Kopnicky, Marketing and Communications Coordinator for United Way of Horry County.

PAL was designed by students at Carolina Forest and Ocean Bays Elementary Schools, who also helped in the naming and the artwork throughout the playground. "The playground will include a boat, submarine, wave façade, a music area, swings, slides, monkey bars, games, picnic tables, a park and much, much more," explains Lisa Bourcier, Horry County's Public Information Officer. This is a one-of-a-kind project for our community.



“The playground equipment is designed to provide opportunities for children of all abilities to experience sensory-rich play. All children can play together with their peers, neighbors and family and the playground will be handicap accessible,” explains Bourcier. The playground is going to be located in the Carolina Forest area, free to the public and will be available for all families throughout our community. “We all know children love to play. They are born learning. They develop through interaction at an early age. We are excited to kick off the Campaign with this unique project,” states Lance Thompson, Campaign Chairman for United Way.

United Way’s Campaign Volunteers are actively preparing to kick-off this year’s Campaign in September. The United Way Pacesetter Campaign has kicked off and currently has 14 companies signed up to be leaders in the community. A Pacesetter is a company who wishes to demonstrate its leadership and commitment to United Way of Horry County. The company has its total Employee Drive and Corporate Pledge completed and turned in to United Way by September 17<sup>th</sup>. The Company will be recognized at the Day of Caring breakfast, in media releases and on the United Way website. Pacesetter Companies help set the pace for United Way’s Campaign. If you would like to volunteer in the Campaign, at Day of Caring or your company is interested in being a Pacesetter, please contact the United Way office at 347-5195.

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*The United Way of Horry County has been impacting the community for more than 35 years. United Way is working to advance the common good by focusing on our children, families, education, independency and health. These efforts are focused on the underlying causes in the community. United Way of Horry County has developed four impact areas, which will help solve the problems at the root cause. Each program will make a real impact and bring about change to ensure successful youth and children, strong, safe and healthy families, that self-sufficiency is promoted and a basic needs safety net is provided. The United Way of Horry County supports 42 Community Partner programs that help fill the needs in the community.*