

UNITED WAY OF CONNECTICUT

1344 Silas Deane Highway
Rocky Hill, Connecticut 06067
860-571-7500 (Phone)
860-571-7525 (Fax)
www.ctunitedway.org

Media Contact:

Maria Dynia
860.571.7215
maria.dynia@ctunitedway.org

2-1-1



PRESS RELEASE

For Immediate Release:

June 23, 2009

United Way 2-1-1 Partners with CPTV to Connect State Residents with Volunteer Opportunities

United Way of Connecticut is partnering with Connecticut Public Television in an initiative aimed at encouraging volunteerism during these difficult economic times and beyond. On June 25th, CPTV will air "The Power of Giving: Stories of Volunteerism", a documentary featuring profiles of individuals who have committed themselves to on-going volunteer projects and a Volunteer-A-Thon that will utilize United Way 2-1-1 and local United Way volunteer databases to connect viewers with volunteer opportunities in their communities.

Rick Porth, President and CEO of the United Way of Connecticut says, "Especially during these challenging economic times, volunteerism is a critical way for individuals to offer assistance to those in need. Local United Ways in Connecticut have been leaders in promoting volunteerism and community involvement for years. This effort will provide viewers an opportunity to learn about ways they can volunteer."

During the program viewers can call in to speak with representatives and volunteers from nonprofit agencies. United Way 2-1-1, Connecticut's statewide information and referral service, will provide telephone support while the program is on the air and viewers will also be encouraged to call 2-1-1 any time after the program for information on volunteer opportunities. In Connecticut, 2-1-1 and local United Ways maintain a database that make it simple to find ways to volunteer.

For information on how to find local volunteer opportunities through the United Way visit <http://www.volunteerconnecticut.org/>. For more information on the Power of Giving visit <http://www.cptv2.org/powerofgiving/>.

###

The mission of the United Way of Connecticut is to help meet the needs of Connecticut residents by providing information, education and connection to services. UWC furthers its mission by providing 24/7 toll-free call center access to health and human services information through 2-1-1; specialized services in child care, child development and disabilities, and HUSKY health insurance; and by collaborating with local United Ways and Connecticut State agencies and elected officials. For more information about United Way of Connecticut, visit www.ctunitedway.org.