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METRO UNITED WAY PARTICIPATES IN #GIVINGTUESDAYNOW *Global Day of Giving Benefits Lives Touched by COVID-19 Pandemic and Celebrates Strength in Community*

April 30, 2020 [Louisville, Ky.] – Amidst the coronavirus pandemic, Metro United Way (MUW) is participating in #GivingTuesdayNOW, a global day of giving and unity. Inspired by the traditionally held #GivingTuesday in December, #GivingTuesdayNOW is a worldwide effort to support and celebrate our communities in the unprecedented times of the COVID-19 crisis. This all-day event presents an opportunity for education, entertainment, engagement, and a chance to make a difference across the community. In these trying times, #GivingTuesdayNOW amplifies what the region does best: unite as a one.

The virtual day of giving will kick off with a Facebook Live stream from the living room of MUW's President and CEO Theresa Reno-Weber. With her family by her side, Reno-Weber will share MUW's #GivingTuesdayNOW schedule and celebrate the strength we represent when we work together.

"Lives across the globe are affected by the coronavirus crisis and Kentuckiana is no exception," said Theresa Reno-Weber, President and CEO of MUW. "We are thrilled to be participating in this global day of giving and inspired by the opportunity to unite and heal our city."

Throughout the day, community members will be encouraged to share in the comradery in a multitude of ways, including purchasing merchandise, participating in virtual challenges and contributing with direct donation. Metro United Way will be partnering with Lou City FC and celebrities throughout the day on social media with giveaways and more opportunities to engage.

Thanks to MUW's board of directors, corporate partners, and long-time patrons, every donation made on this day will be matched, and the organization will dedicate 100% of proceeds to coronavirus relief efforts. Donations will stay within the counties/ regions they are donated in, benefiting organizations in those communities on the frontlines of coronavirus aid.

For more information on #GivingTuesdayNOW and details on how you can participate, visit MUW's [website](#).

ABOUT METRO UNITED WAY

For more than 100 years, Metro United Way has been dedicated to improving lives in our community and that will never change. We are committed to reach our vision that everyone achieves their fullest potential, and we know that the ultimate measure of our success is in the ways we impact the quality of life for all of us. A community of connected people, all people, united and working together for the benefit of all is at the heart of what Metro United Way represents. We bring together the people and organizations who have the passion, expertise and resources needed to accomplish our goals and get things done. Together, we fight for the education, health and financial independence of every person in

Bullitt, Jefferson, Oldham and Shelby counties in Kentucky and Clark, Floyd and Harrison counties in Indiana. We invite you to stand with us and be a part of changing generations; you can give, advocate and volunteer.

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