

United Way of Waco-McLennan County
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United Way of
Waco-McLennan County

News Release

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FOR IMMEDIATE RELEASE: 9/27/18

United Way of Waco-McLennan County and the City of Waco Setup for Second Annual HOW Day and Week of Living United

OPPORTUNITY FOR VIDEO AND/OR PICTURES

When: Saturday, September 29, 2018

Where: Kendrick Park, 4011 Bagby Ave, Waco, TX 76711

Why: Community volunteers will be installing Born Learning Trails for HOW Day

Media Contact: Mary Beth Kauk 254-624-4856

Waco, Texas – September 27, 2018 – United Way of Waco-McLennan County (UWWMC) and the City of Waco are pleased to announce the Second Annual HOW DAY (Hands on Waco) on September 29. This Saturday, hundreds of volunteers will rally at the United Way of Waco-McLennan County office 8 a.m. for kick-off, then descend across the City of Waco to paint Born Learning Trails at eight City of Waco Parks.

We are proud to partner with the United Way on the Week of Living United,” said Waco Mayor, Kyle Deaver. “I encourage citizens from around Waco and surrounding communities to come together to invest in United Way by participating in giving back to your community. Let’s make a difference in our lives and in our own community.”

The Born Learning Trails consist of 10 interactive signs that offer fun and engaging learning activities for children and parents or caregivers and are part of a larger Born Learning Initiative—*Born Learning Academies*. Over the next year, United Way will be conducting Born Learning Academies throughout McLennan County.

The Born Learning Trails are made possible with funding from the City of Waco and Junior League Waco, and will be joining the first trail that was installed at Cotton Palace Park and sponsored by Baylor University, dedicated to Dr. Linda Livingstone. Funding for the Born Learning Initiative is made possible by the Rapoport Foundation.

“As we approach our second annual HOW Day and Week of Living United, we are seeing the best of what our community is and the true meaning of collective action.,” said United Way of Waco-McLennan County Executive Director, Barbara Mosacchio. “To all of our volunteers and donors, our Young Leaders and our retail sponsors, thank you for choosing to Live United. You will be making such a difference in the lives of our local children and families.”

On **HOW day**, Born Learning Trails will be installed at the following Waco-area parks:

- Wilbert Austin Sr. Park
- Kendrick Park
- Dewey Park
- S. Waco Park
- Oscar DuConge Park
- N. Waco Park
- Bell’s Hill Park
- Alta Vista Park

The Week of Living United and HOW Day is a key step in the continued growth and strength of our community,” said City of Waco Manager, Wiley Stem. “I encourage our business leaders, community leaders and citizens to step forward and support this effort.”

2018 Participating How Day volunteer groups:

Caterpillar, McLennan Community College, Holt Cat, First National Bank of Central Texas, H-E-B, Wells Fargo, Baylor University, Waco ISD, City of Waco, and Junior League of Waco.

Week of Living United

HOW Day takes place during the **Week of LIVING UNITED, September 29 – October 5, 2018.**

This year's Week of LIVING UNITED is being led by United Way affinity group, Young Leaders United. Members have recruited small businesses, restaurants, and retailers across McLennan County to LIVE UNITED by donating a portion of sales during the week to support local United Way funded early childhood education programs. Connally ISD Principal, Hermann Pereira serves as Chair for Young Leaders United.


“Young Leaders United is a wonderful collection of young leaders in Waco that work in diverse fields but have a common goal of giving back to Waco and seeing McLennan County prosper,” said Pereira. “The Week of Living United is the first project for our group to give back to the communities with a focus on early childhood education.”

Special events throughout the Week of Living United include a brunch by Moroso Wood Fired Pizzeria on September 30th, a Sip and Shop with Hinge Boutique on October 4th, and First Friday with Mainstream Boutique on October 5th.

“Giving back to our community is important,” said Moroso Woodfired Pizzeria owner, Dan Moroso. “Being able to work together with United Way of Waco-McLennan County allows us to reach the needs of our community at many different levels.”

Young Leaders United also gives a special thank you to the Optimist Group North West Waco and Magnolia for making a Week of Living United leadership gift to United Way.


United Way invites the community to shop and dine during the Week of Living United at the following locations:



United Way of
Waco-McLennan County

Week of Living United Calendar

Dine & Shop to Support United Way of Waco-McLennan County
Sept. 29-Oct. 5 (*must mention United Way)



SATURDAY Sept. 29 Hands on Waco Volunteer Morning Sironia Uptown Cafe -10% Which Wich -25%	SUNDAY Sept. 30 Bru Artisan Coffee-15% Moroso Wood Fired Pizzeria-15% Which Wich -25%	MONDAY Oct. 1 George's-Hewitt*-15% Which Wich -25%	TUESDAY Oct. 2 Hippodrome-15% Luna Juice-15% Raising Cane's-Hewitt* -15% Tortilleria Rio-15% Which Wich -25%
WEDNESDAY Oct. 3 Summer Ellis Bijouterie -15% Bushes Chicken-Hewitt* -15% Lane's Boutique*-10% (12 p.m.-5 p.m.) Freebirds*-15% Which Wich- 25%	THURSDAY Oct. 4 Hinge Boutique-15% (Sip & Shop 5:30-7:30) Jason's Deli*-15% Which Wich -25%	FRIDAY Oct. 5 Mainstream Boutique -15% Sweetness Desserts -15% Which Wich -25%	

Learn more at: www.unitedwaywaco.org or call 254-752-2753
***Must mention United Way**