

Community Engagement

Campaign Sponsor: United Way Worldwide

Volunteer Advertising Agency: McCann Erickson New York and NFL Films

BACKGROUND:

Through the work and support of the nearly 1,200 local United Ways across the country, United Way is creating opportunities for a better life for everyone, by focusing on the building blocks of a good life and advancing the common good. United Way doesn't just donate or make quick fixes; they work with local communities to figure out what a place needs and helps to create real change.

CAMPAIGN OBJECTIVE:

The Community Engagement campaign works to motivate and inspire people to get engaged and partner with United Way in their efforts to address education, income, and health challenges in local communities to make real, lasting change happen. The PSAs encourage viewers to go to UnitedWay.org to find out how they can help make a difference in their own community and learn about the impact United Way has had on communities across the country.

United Way and the NFL have also teamed up to help promote youth health and wellness by encouraging kids to be active at least 60 minutes a day. New TV and radio spots feature Russell Wilson of the Seattle Seahawks and Out of Home creative features players from all 32 team.

TARGET AUDIENCE:

All Adults, 18+

- Adults that are actively engaged in and committed to making a difference and improving the lives of others in their communities.

**FOR ADDITIONAL CAMPAIGN
INFORMATION, PLEASE CONTACT:**

Gabriella Madden Shuskey
Director, Advertising
United Way Worldwide
701 North Fairfax Street
Alexandria, VA 22314
Gabriella.Madden@uww.unitedway.org
Phone: (703) 836-7112
Fax: (703) 683-7821
UnitedWay.org

OR

Hannah Blatt
Campaign Manager
The Advertising Council, Inc.
815 Second Ave. 9th Fl
New York, NY 10017
hblatt@adcouncil.org
Phone: (212) 984-1933
Fax: (212) 922-1676
adcouncil.org

**TO ORDER ADDITIONAL
CAMPAIGN MATERIALS,
PLEASE CONTACT:**

CI-Group
10 Salem Park
PO Box 461
Whitehouse, NJ 08888
Phone: (800) 933-PSAS (7727)
Fax: (860) 829-2343
AdCouncil@ci-groupusa.com