

MEDIA ADVISORY

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***United Way Super Bowl Showdown: Mile High United Way vs. United Way of Central Carolinas
Two teams, two communities, one goal!***

Wednesday, February 3 through Sunday, February 7, 2016

More Info: <http://www.unitedwaydenver.org/united-way-superbowl-showdown#>

DENVER, CO – February 4, 2016 – As the Denver Broncos and Carolina Panthers meet Sunday in Super Bowl 50, two amazing communities and United Ways stand behind them. To have a little fun, while helping the children and families in our community, the CEOs of both Super Bowl United Ways-- Mile High United Way in Denver and United Way of Central Carolinas in Charlotte have made a friendly wager on the game, and are going head-to-head with each other to see who can raise more money to buy books for local students.

Donations made through the United Way Super Bowl Showdown [site](#), or through text-to-pledge (Text SB50DEN to 41444) will be used to purchase books for a local school. Christine Benero, president and chief executive officer, Mile High United Way, and Sean Garrett, executive director, United Way of Central Carolinas, have agreed to wear the Super Bowl Champions' team colors to the schools when they deliver the books.

But, no matter who wins the game, in the end, it really doesn't matter: our communities' kids come out as the champs!

WHAT: Super Bowl Showdown: Mile High United Way vs. United Way of Central Carolinas

WHERE: <http://www.unitedwaydenver.org/united-way-superbowl-showdown#>

WHEN: Wednesday, February 3- Sunday, February 7, 2016

WHO: Mile High United Way president and CEO, Christine Benero and United Way of Central Carolinas, executive director, Sean Garrett

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ABOUT MILE HIGH UNITED WAY

Mile High United Way unites people, ideas and resources to advance the common good. We focus in the areas of school readiness, ensuring kids are entering school ready to read and succeed; youth success, helping youth graduate from high school prepared for college or work; and adult self-sufficiency, giving individuals and families the resources they need to be economically stable.