



United Way of the Midlands Contact:
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Media Alert: May 17, 2023

Tomorrow – United Way of the Midlands Presents 100-Year Celebration Concert

Who: United Way of the Midlands (UWM) is celebrating 100 years of helping others in the Omaha-Council Bluffs metro with a number of community events throughout the summer.

What: 100-Year Celebration Concert with performances by two of Omaha's premier bands, The Travis Band and The Shenanigans.

Festivities will also include: a Community Village with games and more than 20 local nonprofits showcasing their work; a free 360° photo booth, face painting and balloon artist; food trucks offering a variety of options; and a free UWM picnic blanket giveaway to the first 250 families.

Why: To recognize 100 years of serving the metro and say thank you for the support and caring spirit that makes our work possible. Everyone in the community is invited to come out and join in this free celebration event.

More information, including the concert program, is available at: **UnitedWayMidlands.org**

All 100-year anniversary events are generously supported by UWM's 100-year Presenting Sponsors: HDR, Nebraska Medicine, NP Dodge, Physicians Mutual and Werner Enterprises – along with Supporting Sponsors: American National Bank, Blue Cross Blue Shield of Nebraska, CHI Health, Children's Hospital and Medical Center, Farm Credit Services of America, FNBO, KPMG, Lamson Dugan & Murray, Lincoln Financial Group, Lindsay, Meta, Mutual of Omaha, Noddle Companies, Pacific Life Foundation, Scoular, Security National Bank, Tenaska, Union Pacific and Valmont.

When: Thursday, May 18, 2023
6-10 p.m.

Where: Gene Leahy Mall
1302 Farnam Street
Omaha, NE 68102

Interview/Photo Opportunities:

- 5:15-5:45 p.m. and 6:15-6:45 p.m.
Shawna Forsberg, president and CEO, United Way of the Midlands
- 6-9 p.m.
Community Village participants, concert attendees, volunteers

If you'd like to set-up an interview, please contact Carmen Steele at 402-452-7089.

