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For Immediate Release: March 1, 2023

United Way of the Midlands Launches New Website to Celebrate 100th Anniversary

To kick off a year-long celebration highlighting 100 years of helping others in the Omaha-Council Bluffs metro, United Way of the Midlands (UWM) has launched a new website at UnitedWayMidlands.org.

Created through a partnership with the team at Smith Kroeger – and supported by UWM’s 100-year sponsors – the site includes a variety of new content and features including:

- A 100-years of history timeline and video to showcase a century of uniting people and organizations to create a Circle of Support to help those in need;
- An easy-to-use search function and navigation from the home page so users can find the specific information they’re looking for;
- Impact-driven content to highlight the great work our agency partners are doing in the metro, along with a click-through function to access all of their websites;
- A section highlighting news coverage featuring UWM;
- More videos and easy ways for people to get involved with and/or support UWM, and
- Availability to access the site in more than 50 different languages.

“We are so grateful to Terry Kroeger and the team at Smith Kroeger for their help in designing and developing our new website,” said Shawna Forsberg, UWM president and CEO. “We can’t wait for everyone to check it out and explore all of the great content it has about our history and our future – along with information on all of the fun community events we have planned to celebrate 100 years of building a stronger tomorrow for our neighbors in the metro.”

The new website and community celebration 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, Scoular, Security National Bank, Tenaska, Union Pacific and Valmont.

For more information on how to participate in one or all of UWM’s 100-year celebration events, go to UnitedWayMidlands.org/100yearevents.

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About United Way of the Midlands

For 100 years, United Way of the Midlands (UWM) has served the Omaha-Council Bluffs metro by bridging the business and not-for-profit sectors to create a Circle of Support that helps our neighbors overcome difficult challenges and start building a better future. UWM’s funded programs and direct services address social and economic disparities and meet families’ essential needs such as healthy food, safe and stable housing, physical and mental health services, career preparation and job training. For more information, visit UnitedWayMidlands.org.

