



United Way of the Midlands Contact:  
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**Media Alert: July 14, 2023**

## **TOMORROW – United Way of the Midlands to Host Third 100-Year Neighborhood Celebration Event at River’s Edge Pavilion in Council Bluffs**

**Who:** United Way of the Midlands (UWM) is celebrating 100 years of helping others in the Omaha-Council Bluffs metro with four neighborhood community celebrations throughout the summer.

**What:** 100-Year Neighborhood Celebration that will feature a variety of free activities including: Music by the band, eNvy (11 a.m. – 1 p.m.); a rock climbing wall; carnival games; a photo booth with magnetic photo frames; face painting and balloon artists; a children’s coloring contest with the grand prize of a bike; a performance by Omaha Street Percussion (1 p.m.); a Community Village with local nonprofits showcasing their work; soda and water courtesy of Chesterman’s Coca-Cola (while supplies last); and a **free hot dog lunch** from Hy-Vee for the first 250 attendees!

**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 enjoy this free celebration event.

More information, including a map of the event, available at: **[UnitedWayMidlands.org/100YearEvents](https://UnitedWayMidlands.org/100YearEvents)**

*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 – and Table Sponsors: Humana and Unite Us.*

**When: Saturday, July 15, 2023**  
**11 a.m. – 2 p.m.**

**Where:** River’s Edge Pavilion  
4250 River’s Edge Parkway  
Council Bluffs, IA 51501

### **Interview/Photo Opportunities:**

- 11:30 a.m. – 1 p.m.  
*Shawna Forsberg, president and CEO, United Way of the Midlands*
- 11 a.m. – 1:30 p.m.  
*Community Village participants, event attendees*

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

