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**UNITED WAY CAPITAL AREA LAUNCHES GIVE \$5 CAMPAIGN.  
SOMETIMES DOING GOOD JUST MEANS KNOWING WHERE TO SHOP**

Austin—The economy is affecting all of us, but can't we all afford five bucks? To help fund the programs that deliver critically needed services to families in Central Texas, United Way Capital Area, (UWCA) is asking a lot of people to give a little -- just \$5.

UWCA today launched its "Give5" campaign. The campaign highlights how a donation, however small, can have a big impact. A short video emphasizes how their gift to United Way can have a ripple effect across our region. To watch the Give5 video and donate, visit [www.liveunitedcentraltexas.org/give5](http://www.liveunitedcentraltexas.org/give5)

In addition, over this upcoming Memorial Day holiday weekend May 23-25, many local merchants will also donate at least 5% of their proceeds to United Way Capital Area.

These include retailers such as Barnes and Noble, milk+honey spa, Touch of Sass and Lilly Pulitzer, as well as popular local eateries including P. Terry's Burger Stand, 34<sup>th</sup> Street Café, Applebee's and Blue Star Cafeteria. For the complete list of participating merchants and associated events visit [www.liveunitedcentraltexas.org/give5](http://www.liveunitedcentraltexas.org/give5)

"Even in these unprecedented economic times, Central Texas businesses continue to demonstrate they have a big heart. I'm thankful that so many local merchants are willing to step up and help out" said Debbie Bresette, Interim President and Chief Professional Officer of UWCA.

According to Bresette, looking for new ways to raise awareness and funds is more important than ever. "The economy has delivered a one-two punch to nonprofits," she continued, "because of the economic downturn -- and increases in layoffs, foreclosures, hunger and homelessness -- more people than ever are turning to safety-net services for help. Give5 is a unique way to make it easier for more people to lend a hand, even in these challenging times."

Anyone can donate 24/7 on the UWCA website at [www.liveunitedcentraltexas.org/give5](http://www.liveunitedcentraltexas.org/give5)

United Way Capital Area

United Way Capital Area (UWCA) is working to advance the common good by focusing on the building blocks of a better life, education, financial stability and health. UWCA helps improve lives today, and creates long-lasting changes that prevent problems from happening in the first place. Our vision in Central Texas is a caring community where the opportunity to fulfill human potential is always within reach.

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