



**United Way
of the Midlands**

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UNITED STARTS WITH YOU

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For Immediate Release: February 23, 2021

United Way Invites Community to Become “Health Heroes”

On February 24, community members have the opportunity to become “health heroes.” United Way of the Midlands is hosting Health Hero Giving Day in partnership with the 21 Combined Health Agencies Drive (CHAD) charities. By visiting www.unitedwaymidlands.org/health-hero or texting HEALTHHERO to 71777, individuals can make a donation and direct it to a CHAD health charity of their choice. Thanks to the generous support from Health Hero Giving Day’s presenting sponsor, Physician’s Mutual, and supporting sponsors, Great Western Bank, Hancock and Dana and Lindsay Corporation, 100% of every donation will go directly back to these charities and benefit individuals impacted by health diagnoses.

“Everyone knows someone facing a life-altering health diagnosis,” said Bob Gunia, Senior Vice President, Public Affairs Group at Physicians Mutual. “These individuals show incredible bravery and strength in the face of great challenges. Physicians Mutual is honored to support Health Hero Giving Day so that community members have the opportunity to give back and become health heroes.”

Donations to CHAD agencies on Health Hero Giving Day will provide care and support for those affected by a health diagnosis; fund education and prevention programs in our communities and support advocacy and medical research. In total, CHAD health charities served 150,000 people during United Way of the Midlands’ previous fiscal year.

“We know that there are thousands more people struggling right now due to the impacts of COVID-19,” said Shawna Forsberg, President and CEO of United Way of the Midlands. “But for many of the nonprofits serving these individuals, fundraising is more difficult than ever. CHAD and United Way of the Midlands have been partners since 1987, and we’re honored to help provide this additional fundraising opportunity so these critical health charities can continue doing great work in our community.”

To learn more about Health Hero Giving Day, United Way of the Midlands invites individuals to tune in to KETV. The station is serving as Health Hero Giving Day’s media sponsor and will feature stories about CHAD agencies during its “Giving Wednesday” segment tomorrow.

About United Way of the Midlands

United Way of the Midlands (UWM) has served the Omaha-Council Bluffs metro for 98 years. Guided by best practices and community input, it approaches poverty in a specific way – a “united” way. With the support of volunteers, community partners and donors, UWM invests donor dollars efficiently and effectively in our local community. These dollars fund basic needs, education and financial stability programs at local nonprofits, creating a circle of support for people in need. Please visit unitedwaymidlands.org for more information.

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