



United Way
Manitowoc County, Inc.

FOR IMMEDIATE RELEASE

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Support United Way's Ride United Transportation Program and Win NASCAR Swag

Manitowoc, Wisconsin (May 10, 2023) United Way Manitowoc County is excited to be joining The NASCAR Foundation for the NASCAR Day Giveathon.

Created in honor of NASCAR's 75th Anniversary, the NASCAR Day Giveathon is a joint effort of the NASCAR industry to provide much needed funds to nonprofits and communities across the country.

Starting Tuesday, May 16 at 4pm CST through Friday, May 19 at 7pm CST, you can help United Way Manitowoc County by giving a gift and by sharing our fundraiser during the 75-hour period: <https://bit.ly/3He8Up6>. You can also click the banner on our homepage at unitedwaymanitowoccounty.org.

United Way's goal for the Giveathon is \$7,500 with funds to go directly toward our Ride United program. Ride United is a transportation program improving equitable access to transportation, a critical component of poverty alleviation. By reaching our goal of \$7,500, United Way can provide 375 rides for Manitowoc County residents.

United Way Manitowoc County piloted the program for one month in June of 2022. During the pilot, Ride United provided over 200 rides, quickly depleting a \$4,000 grant from United Way Worldwide. The service improved access to employment, food, health services, education, and legal services.

NASCAR Day Giveathon Donor Incentives:

- From May 16 at 4pm CST until May 17 at 4pm CST, all donors who make a \$25+ gift will be eligible to have their first and last name displayed on the deck lid of a GMS Racing Craftsmen Truck Series vehicle which will be entered to race in the Tyson 250 at North Wilkesboro Speedway on Saturday, May 18.
- Starting at 5:00pm CST on May 16, the first 100 donors who make a \$750+ gift will receive a commemorative helmet.
- The first 300 donors to make a \$50+ gift will receive a commemorative coin.
- The first 3,000 donors to make a \$75+ gift will receive a commemorative T-shirt.

Matching donations will be matched up to \$750 per gift on May 19 during the following CST hours: 8am, 9am, 10am, 12pm, 3pm, 4pm, 5pm and 6pm. Charities are randomly selected and must receive a \$25+ donation during the hour to be eligible.

In addition, NASCAR and Speedway Motorsports will randomly award one \$750 bonus grant every hour during the Giveathon.

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United Way Manitowoc County: United Way Manitowoc County envisions a community where all people achieve their human potential. United Way's mission is to improve lives by mobilizing the caring power of others throughout Manitowoc County. For additional information, visit www.unitedwaymanitowoccounty.org or call (920) 682-8888.