

**FOR IMMEDIATE RELEASE:** August 21, 2017  
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## **UNITED WAY OF HASTINGS**

### **"Power of the Pig" Annual Giving Campaign Kickoff on Aug. 31 at Todd Field**

AUGUST 21, 2017 – As the Hastings Raiders kickoff their 2017 football season with a home game against Sibley on August 31, it's time for the United Way of Hastings giving campaign to take the field and score some touchdowns for the community.

The night's focus will be "The Power of the Pig" – a light-hearted effort to remind people of the serious issues related to saving and financial empowerment. United Way of Hastings, in partnership with local volunteers and organizations and Dakota County's Financial Empowerment Services, is supporting free financial counseling, personal finance advice, help for youth in need of college placement and loan assistance, resources to help families dealing with crises, such as serious illness or loss of employment, and more.

According to Mari Mellick, Executive Director of UWH, volunteers will be on hand at Todd Field when the gates open for the first game of the 2017 season at 5:45 p.m., handing out a novelty item to the first 1,000 fans in attendance.

"We love coming to the first Raiders home game of the year for our annual kickoff," Mellick said. "This community really comes out to support its teams, and we always get a great response when people see us at the game."

Todd Field will be adorned with 50 "LIVE UNITED" banners featuring the local businesses which have already shown their financial support for United Way of Hastings. Also on hand that night will be life-size pigs, decorated by local artists and sponsored by local companies.

"To celebrate our community fondness for artistic expression, as well as raise awareness for the important issues related to financial empowerment through the Power of the Pig initiative, Hastings residents will enjoy seeing a mini parade of life-size pigs, colorfully decorated and given names like 'Artie' and 'Bubbles,'" Mellick said. "We know the pigs will be popular additions to our city wherever they are displayed."

Pig sponsors this year are: Artspace, Breakaway Arts, Hastings Star Gazette, Second Childhood Toys, and United Way of Hastings. A complete listing of UWH Campaign Sponsors can be found at [www.unitedwayofhastings.org](http://www.unitedwayofhastings.org).

This year's overall giving campaign theme is "Building a Better Hastings," with the campaign kickoff event focusing on three major initiatives: Financial Empowerment, Food 4 Kids, and the Imagination Library (literacy).

"I also want to thank KDWA AM 1460 FM 97.7 for working with us and airing UWH announcements during the pre-game show, timeouts, between quarters, and at halftime, where clients that we impact through our internal initiatives and clients impacted by our Funded Partner Agencies highlight how they benefit from our support," she added.

Stay tuned to the United Way of Hastings website this fall for more details, class times, and other offerings to help members of our community access necessary assistance and improve their lives.

The UWH is an independent United Way that has worked for over 50 years serving Hastings and the surrounding rural communities within Independent School District #200. Its mission is to build partnerships to improve the lives of people in our community. Donations are accepted year-round. For more information about the UWH and the agencies it funds, visit [www.unitedwayofhastings.org](http://www.unitedwayofhastings.org).

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