

HOW DOES THE ROCK 'N BOWL-A-THON WORK?

The goal of this event is to provide a fun way for participants to support United Way-funded programs in our community. Every bowler on a team of five goes out and collects pledges, then comes out for a day of fun, games and a little friendly competition. It's not only a great way to spend time with your friends and family, but funds raised help support the programs providing vital services to those in need in our area.

WHERE DO THE DONATIONS GO?

Through United Way, your dollars support 28 area agencies that provide critical programs and services throughout Central Virginia. These programs assist residents of Amherst, Appomattox, Bedford and Campbell counties, the town of Bedford and the city of Lynchburg.

HOW DO I SIGN UP?

If your company or organization has a Rock 'N Bowl-A-Thon coordinator, they will have all the information for the event and how to join. Otherwise, you can contact us by phone at 846-8467 or visit us online at unitedwaycv.org. We'll get you everything you need to get started.

WHEN AND WHERE DO I BOWL?

The event is taking place at the AMF Lynchburg Lanes located at 4643 Murray Place near River Ridge Mall in Lynchburg. There are four time slots throughout the weekend. You and your teammates will choose the top two times you'd like to play on either:

- Saturday, January 24** **Sunday, January 25**
• 9 am-12 pm • 3-6 pm
• ~~12-3 pm~~ **SOLD OUT!**
• 3-6 pm

Each bowler is asked to raise a minimum of \$35, which gets you a t-shirt and a raffle ticket for prizes. Each bowler will have a sheet to record donations that will be turned in by the team captain or company coordinator no later than January 20th. For every additional \$35 raised, bowlers will receive another raffle ticket for great prizes. The more you raise, the more likely you are to win!

GET FIRED UP!

Here are some ideas for promoting The Rock 'N Bowl-A-Thon within your company, organizations and community:

1. Talking about an event is one of the best ways to get people interested in and excited about being part of it. Talk to your friends, family and co-workers about participating or giving a donation.
2. Put up Rock 'N Bowl-A-Thon posters in prominent places; cafeteria, employee/main entrances and bulletin boards. We can provide these to you.
3. Attach contact information for the company coordinator along with the poster so that individuals have someone they know and work with to contact.
4. Prepare a brief notice to be sent out in an employee newsletter, e-mail distribution or any other company mailing.
5. Pass out fliers. We are happy to provide these or you are welcome to design one of your own.

Band Together!

Total of no more than five (5) bowlers per team.

Set your goal!

Each bowler raises at least \$35 to play which includes a t-shirt and a raffle ticket. For every \$35 after that, a bowler will receive another raffle ticket to be entered to win great prizes!

Perform for United Way!

People who have never needed help before are asking for it. Funds from this event support critical programs and services throughout our community.

IMPORTANT DATES AND DEADLINES

As soon as you get your pledge forms

Start collecting donations. Each bowler should set a minimum goal of \$35, but more is always better!

January 16-Time Slot Deadline

You don't want to miss the perfect time for you and your team to bowl, so request your date/time early to make sure you get what works best for you.

January 20

Registration and team roster sheets as well as all donations and coinciding forms are due to the United Way office by 4 pm. This includes your top two time slot selections, t-shirt sizes as well as bowler's donation sheets.

January 24-25

Rock 'N Bowl-A-Thon!

PRIZES

Door prizes and trivia awards will be distributed throughout the day. Grand Prize(s) will be drawn on Sunday and winners will be contacted by United Way staff immediately. A list of winners will be posted in the UWCV e-newsletter and on Facebook.



United Way of Central Virginia's

Rock 'N Bowl-A-Thon is an annual event that provides friendly competition on the lanes while supporting programs in our area that impact

Education, Income and Health.

Grab your friends, neighbors or complete strangers and don't miss a fun opportunity to make a BIG difference!

Last year, United Way of Central Virginia helped 66,146 unduplicated individuals.

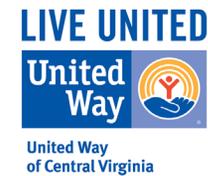
With your support, we can continue to help those in need.

DONATIONS ROCK...

- \$1/week provides a snack for a child in an after school tutorial program.
- \$5/week provides one child 4 weeks of summer, spring, or winter camp.
- \$10/week can cover the transportation fee for one child in a preschool program.
- \$1/week can provide a family of four, 2 meals a day.
- \$5/week can provide 10 harness straps for transportation buses for a childcare program.
- \$10/week can deliver 100 meals to a homebound senior.
- \$1/ week can provide one full year of general medical appointments for 1 patient with no insurance.
- \$5/week can provide a new baby care package that includes nursing supplies for a newborn.
- \$10/week can provide 13 counseling sessions to persons who cannot afford help.



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ROCK 'N BOWL-A-THON
JANUARY 24-25 2015

