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News Release



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FOR IMMEDIATE RELEASE

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LIVE UNITED flash mob

KANSAS CITY, Kan. – More than 40 [United Way](#) supporters participated in Kansas City’s first-ever LIVE UNITED Flash Mob Saturday at The Legends at Village West. The group gathered around the fountain in front of the movie theatre during the concert. Participants then proceeded to flash their LIVE UNITED t-shirts for a few minutes before dispersing into the large crowd.

A [flash mob](#) is a public gathering of supporters who simultaneously perform the same action to raise awareness of a cause. [LIVE UNITED](#) is a call to action to give, advocate and volunteer in our community to advance the common good in United Way’s three key areas: education, income and health. Put them together and create a LIVE UNITED Flash Mob.

“The flash mob provided a new and creative way to send out our message to the community,” said Wendell Maddox, President and CEO of United Way of Wyandotte County. “It was exciting to see so many volunteers participate; hopefully, it will encourage more people in the community to volunteer.”

Look for more coverage, including photographs and videos, on the LIVE UNITED Flash Mob coming soon at United Way of Wyandotte County’s [Facebook page](#) and [YouTube channel](#).

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About United Way of Wyandotte County

United Way of Wyandotte County, a non-profit human service organization founded in 1921, is dedicated to increasing the community’s understanding of human needs and mobilizing resources to meet those needs. Through its annual community campaign, United Way supports 53 social service programs provided by 29 Wyandotte County and area agencies.