

**United Way of Northern Nevada and the Sierra**  
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Nevada and the Sierra**

FOR IMMEDIATE RELEASE  
September 2, 2010

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## **UWNNS Joins NFL To Celebrate Back To Football Friday** *United Way of Northern Nevada and the Sierra encourages local fans to show their passion for football while helping to raise awareness for youth health and wellness*

**Reno, Nev.** —United Way of Northern Nevada and the Sierra (UWNNS) is joining the NFL to promote the nationwide Back to Football Friday celebration by encouraging Employee Casual Day for those who commit to an active lifestyle while possibly winning a trip to Super Bowl XLV.

Events in northern Nevada and across the country are designed to celebrate the return of football season while raising awareness and support for youth health and wellness. The NFL and United Way are encouraging fans of all ages to show their NFL team pride at work and school on Friday, Sept. 10, by wearing their favorite team's gear or colors and planning special events in support of youth health.

Participants who wear their favorite NFL team's gear will have the opportunity to win a trip for two to Super Bowl XLV by registering at [www.UnitedWay.org/backtofootball](http://www.UnitedWay.org/backtofootball).

For more than 35 years, the NFL and United Way have been working together to strengthen America's communities, most recently by leveraging resources and relationships to raise awareness about the issue of childhood obesity and creating new opportunities for young people to lead healthier lifestyles. One of these initiatives is the NFL PLAY 60 program. NFL PLAY 60 encourages kids to play at least 60 minutes a day. Since the program launched in 2007, the NFL has committed more than \$200 million to youth health and wellness through programming, grants and media time.

"This is a wonderful partnership with the NFL that emphasizes our commitment to youth health and wellness in northern Nevada," said Karen Barsell, chief executive officer and president of UWNNS. "Being active by playing organized sports and being outside is healthy for our area's youth and helps ensure a healthy community in the future."

For more information, visit <http://www.uwnns.org> or <http://www.liveunited.org>.

### **About United Way of Northern Nevada and the Sierra**

United Way of Northern Nevada and the Sierra brings the community together to identify our most pressing needs, produce measurable results, and, thereby, improve lives. United Way of Northern Nevada and the Sierra is achieving meaningful impact here in our community. We use our expertise and knowledge through innovative funding of programs and initiatives that have a positive influence on the people of

northern Nevada and the Lake Tahoe communities. Our Mission is to link the community's will and resources to improve lives. Call 775-322-8668 or visit [www.uwnns.org](http://www.uwnns.org).

**BACK TO FOOTBALL FRIDAY OFFICE CONTEST:** No Purchase Necessary to Enter or Win in the United Way Back to Football Friday Sweepstakes and Contest. Registration starts 12:00:00 p.m. ET on 7/2/10, ends at 11:59:59 p.m. ET on 9/17/10 ("Registration Period"). Entry Period starts 9:00:00 a.m. ET on 9/11/10 and ends 11:59:59 p.m. ET on 9/17/10. Open only to legal residents of 50 U.S. and DC 18+ years as of entry date. Void where prohibited. Subject to Official Rules available by visiting [unitedway.org/backtofootball](http://unitedway.org/backtofootball) during Registration Period or by sending SASE for receipt by 11/17/10 to: United Way Back to Football Friday Contest RULES, 701 North Fairfax Street, Alexandria, VA 22314. Sponsor: United Way Worldwide.

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