

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

FOR IMMEDIATE RELEASE
October 5, 2012

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United Way of Northern Nevada and the Sierra Opens New Elko Office

(Reno, NV) - United Way of Northern Nevada and the Sierra (UWNNS) announced the opening of its new office in Elko, Nev., in conjunction with the NV Rural Counties RSVP (Retired and Senior Volunteer Program). The two organizations collaborated to open the office to confirm their commitment to serving the northeastern part of Nevada.

At the request of United Way Worldwide, UWNNS' Board of Directors voted to accept responsibility for serving the Nevada counties that previously had been served by United Way of the Great Basin including Elko, Eureka, White Pine, Lander and Humboldt. On September 30, 2011 the shift was made permanent with the formal dissolution of that organization.

With the absorption of additional counties, UWNNS now more than 13 Nevada and California areas: Washoe, Carson City, Pershing, Churchill, Mineral, Douglas, Lyon, Storey, Elko, Eureka, White Pine, Lander, Humboldt counties as well as the Lake Tahoe Basin and several other contiguous zip codes. UWNNS' service area now represents more than 800,000 people.

UWNNS is working to introduce and highlight programs that benefit individuals and families throughout the region. Two such programs are Nevada 2-1-1 and FamilyWize. Nevada 2-1-1 assists people in a variety of ways, from medical and health resources to programs for children, youth and families. FamilyWize provides discounts on prescriptions to assist with prescription costs. UWNNS will work with its new service area and community partners to develop solutions focused in the areas of education, financial stability, and health.

For additional information, contact Karen Barsell, UWNNS CEO and President, at kbarsell@uwayreno.org or toll free at 855-391-8668, or Karen Taufer in Elko at 775-385-5129.

About United Way of Northern Nevada and the Sierra

United Way believes the foundation of a happy, productive life is made up of three 'building blocks' - education, financial stability and health. United Way creates positive, lasting change through the organization's expertise, capacity and relationships. This year, United Way of Northern Nevada and the Sierra is celebrating our 70th Anniversary. With your help we will reach the goal of \$100 million raised since we started in 1942. To help celebrate this goal, we have established the \$100 Million Club. We invite everyone who gives to United Way to become a "\$100 Million Dollar Club" member. For more information, call 775-322-8668 or visit www.uwnns.org.

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