

PRESS RELEASE

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Give5Mesa Viral Video Campaign Asks Donors to Give \$5, then Spread the Word to 5 Friends

MESA, Arizona, February 5, 2009—Mesa United Way has launched a Give5Mesa campaign to encourage Mesa residents to give a small contribution that will hopefully have a big impact on Mesa residents.

“In these tough economic times more and more people are relying on local agencies to help. Those agencies rely on Mesa United Way and we in turn rely on people who are willing to help their neighbors”, states Carol McCormack, Mesa United Way president. “That’s why we’ve launched our Give5Mesa campaign.”

To help deliver critically needed services to people in the city of Mesa, Mesa United Way is experimenting with a new way of raising funds: going viral and asking a lot of people to give a little—instead of just relying on fewer people to give more. Using social networking to spread the word, the organization is launching a web-based “Give5Mesa” campaign. It centers around a 90 second video that lets people know how their small contribution can have a big impact on their neighbors and their community.

Because of the difficult economic times, many Mesa social service organizations are reporting an all time low of donations at a time of the year when individuals and corporations ordinarily ramp up their giving. Mesa United Way is adjusting to a change in the way people like to give. “Give5Mesa” encourages Mesa residents to give \$5 then help spread the word by emailing the video to at least 5 friends, family members, or colleagues. “If every person spreads the word and gives a little bit, imagine how much we can all raise together,” states McCormack.

Mesa United Way is posting the Give5Mesa video on their social networking sites such as Facebook, MySpace, and YouTube in hopes that Mesa residents will spread the word. The campaign, which is currently underway, runs through June 30, 2008. To learn more, to donate, or to download the Give5Mesa video, visit www.give5mesa.org.

Mesa United Way is hoping that together, the small contributions will add up to have a big impact on the Mesa Community. “Looking for new ways to raise awareness and funds is more important than ever,” states McCormack. “Because of the economic downturn, Mesa has seen an increase in layoffs, foreclosures, hunger, and homelessness. More people are turning to safety net services, including food pantries and short-term housing for help. Our hope is that, even in these trying times, Give5Mesa will make it easier for people to lend a hand to one another.”

About Mesa United Way

Mesa United Way addresses our community’s most critical issues through our Community Care Fund. We partner with businesses, government, and nonprofit organizations to advance the common good and carry out our call-to-action to LIVE UNITED by encouraging everyone to Give, Advocate, and Volunteer. Mesa United Way is an independent organization serving the City of Mesa in Maricopa County, Arizona. Join the movement. LIVE UNITED. For information about the Community Care Fund, visit www.mesaunitedway.org or call (480) 969-8601.

