
FOR IMMEDIATE RELEASE

United Way of York County's Downtown Positive Art Initiative

YORK, PA (January 10, 2012) – United Way of York County will hold its annual Martin Luther King Day of Service on Monday, January 16, 2012 from 10:00 a.m.- 2:00 p.m. in downtown York. More than a dozen schools, local artists and individuals will partake in a Downtown Positive Art Initiative, creating banners and artwork that will be painted on windows of more than 15 downtown businesses. The project is affiliated with the Greater Philadelphia Martin Luther King Day of Service, the largest Martin Luther King Day event in the nation.

Martin Luther King Jr.'s message, along with the importance of community involvement and United Way's LIVE UNITED theme will be incorporated into each piece of artwork. Volunteers are encouraged to create banners of any size or smaller-sized artwork to be painted on storefronts. "The artwork will begin showing up in various places throughout downtown, like an art flash mob," project coordinator Kristen Clineburg says. Downtown businesses will leave the art on their windows for the remainder of the week to remind people of the importance of Dr. King's message.

Participating businesses include: Adopt-a-Grandparent, Cherie Anne Designs, Child Care Consultants, Family First Health, Growing Up Green, Kimman's, Maewyn's Irish Pub & Restaurant, Park Street Pantry, Planned Parenthood, Sweet Melissa's Dream, White Rose Bar & Grill, YorkArts, York County Convention & Visitors Bureau, York County Economic Development Corp, York Revolution and YWCA York.

The project is still in need of art supplies. Those interested can visit the project's page on Art Room Aid to view a list of items needed and make a donation online: <http://www.dickblick.com/ara/lists/1203/home>. Donations of items for clean-up are also needed: glass cleaner, sponges and paper towels.

Anyone planning to design artwork for a storefront must submit the design to United Way of York County by January 11th at 4:30 p.m. for review. Those who are unable to make it to the event but are interested in creating a banner must submit finished work to the United Way office by Friday, January 13th.

For more information contact Kristen Clineburg, Youth Volunteer Initiatives Coordinator at (717) 771-3823 or clineburgk@unitedway-york.org.

Interviews and photo opportunities throughout the program.

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About United Way of York County

For 90 years, the United Way of York County has been impacting lives in York County. Founded in 1921, the United Way of York County's mission is to improve people's by building a strong community through cultivating financial generosity, volunteerism and civic engagement. It raises funds through an annual community campaign for distribution to 73 programs of 34 partner agencies. Last year, the campaign raised over \$6.9 million. For more information, please visit: www.unitedway-york.org.