

## LOOK FOR UNITED WAY AD DURING SUNDAY'S SUPER BOWL

It's that time of the year again when approximately 130 million people around the world gather for what is usually the most-watched television broadcast of the year--the Super Bowl.

The National Football League has again graciously agreed to provide United Way with a 10-second ad during the first half of Super Bowl XLIII to promote its joint initiative around youth health and fitness. United Way will use this highly-visible spot to raise funds for in-school and after-school fitness programs via the innovative text-to-give vehicle.

Text-to-give is a quick and easy way for viewers to donate \$5 to United Way fitness programs using their cell phones.

[Click here to watch the ad.](#)

## Help United Way Promote Youth Health & Fitness



You can help United Way promote youth health and fitness by linking this page to your social networking profile and sharing it with your friends.

It's a quick and easy way to move United Way closer to its 10-year goal of getting 1.9 million more healthy kids and yet another way to show how

you LIVE UNITED.

[Visit the page and hit the "Share" button!](#)



## United Way Kid's Day Contest Winners "Mimick the Pros" at NFL Experience

Approximately 100 children from Boys and Girls Clubs in Tampa and the Suncoast participated in a United Way Kid's Day at the NFL Experience--pro football's interactive fan festival offering participatory games, attractions, football clinics and free autograph sessions.

Participants were winners of an essay-writing contest on how they stay fit and healthy. These children are among hundreds who--thanks to United Way--receive ongoing HOPSports fitness training through the Boys and Girls Clubs in the Bay Area.

[Click here to watch a recap of the day.](#)



## RECRUIT FIVE FRIENDS TO GIVE FIVE BUCKS

Ask your friends to help by texting "FIT" to UNITED (864833) to donate \$5 to United Way youth fitness.

Together, we can reverse the growing epidemic of childhood obesity!

[+ TELL YOUR FRIENDS](#)

## Related Links

[LIVEUNITED.ORG/NFL](http://LIVEUNITED.ORG/NFL)

[NFLRUSH.COM](http://NFLRUSH.COM)

[HOPSPORTS.COM](http://HOPSPORTS.COM)

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