



United Way  
Manitowoc County, Inc.

FOR IMMEDIATE RELEASE

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### United Way Manitowoc County Celebrates Martin Luther King, Jr. Day

**Manitowoc, Wisconsin (January 18, 2021)** United Way Manitowoc County is excited to once again celebrate Martin Luther King, Jr. Day. As part of today's celebration, United Way is encouraging our community members to volunteer their time and launching a 21 Week Equity Challenge.

For MLK Day of Service, we're encouraging everyone in our community to volunteer their time. Those who are inspired to volunteer can visit our Volunteer Connection Center – the volunteer hub for Manitowoc County – to search and sign up for volunteer opportunities at over 40 different local nonprofit organizations. To access the Volunteer Connection Center, visit [unitedwaymanitowoccounty.org/volunteer](http://unitedwaymanitowoccounty.org/volunteer).

The Volunteer Connection Center even has volunteer opportunities you can complete virtually from your desk. For MLK Day of Service, United Way Manitowoc County launched a meaningful virtual volunteer opportunity that everyone can complete in a few minutes – sending a teacher appreciation card to a deserving Manitowoc County teacher. United Way Manitowoc County is hoping to be able to send cards to hundreds of teachers to show them how valued they are. To send your teach appreciation card, visit [unitedwaymanitowoccounty.org/volunteer](http://unitedwaymanitowoccounty.org/volunteer).

In partnership with their state association, United Way of Wisconsin, today United Way launched registration for a statewide 21 Week Equity Challenge. The 21 Week Equity Challenge is an opportunity to develop a deeper understanding of how inequity and racism affect our lives and communities. You can sign up to participate in the challenge by visiting [www.unitedwaywi.org/equity](http://www.unitedwaywi.org/equity). Beginning February 1, participants will receive a weekly email intended to help explore, develop deeper interpersonal understandings, build a stronger awareness of current systems, and learn about opportunities to take action. Individuals are encouraged to take on the challenge themselves, or form groups for discussion and reflection.

**United Way Manitowoc County:** United Way Manitowoc County envisions a community where all people achieve their human potential through education, financial well-being, and healthy lives. We accomplish this through volunteer and resource development, partnership building, and advocacy. United Way Manitowoc County is part of United Way Worldwide, a network of more than 1,800 communities working together

to improve lives by mobilizing the caring power of people. For additional information, visit [www.unitedwaymanitowocounty.org](http://www.unitedwaymanitowocounty.org) or call (920) 682-8888.

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