

## MEDIA ADVISORY

- WHO:** United Way Emerging Leaders Council
- WHAT:** United Way's Emerging Leaders Council launches a #ELCKindness Contest on Facebook and Instagram to encourage random acts of kindness week in the community and award daily winners with a Whataburger swag bag and a \$200 donation to his or her charity of choice
- WHEN:** Monday, February 13 – Friday, February 17, 2017
- CONTACT:** Avery Lawton Gard, United Way of San Antonio and Bexar County, (210) 352-7135, [alawton-gard@unitedwaysatx.org](mailto:alawton-gard@unitedwaysatx.org)

### **United Way's Emerging Leaders Council and Whataburger celebrate Random Acts of Kindness Week with a #ELCKindness social media contest**

SAN ANTONIO – Feb. 13, 2017 – In honor of National Random Acts of Kindness Week, United Way's Emerging Leaders Council (ELC) launches a #ELCKindness Contest on social media to encourage random acts of kindness in the community all week long. Beginning today, United Way donors, ELC members, volunteers and online fans are invited to share photos of their random acts of kindness on Facebook or Instagram for a chance to win a Whataburger swag bag and a \$200 donation to his or her charity of choice.

ELC is coordinating this effort in order to spread kindness throughout the community. "We believe in the power of kindness to change the way people see and experience the world," said ELC Vice President for United Way Bexar County, Avery Lawton Gard. "We are so excited to invite our 3,300 ELC Members and our United Way online community to join in our week-long celebration and we look forward to seeing the submissions."

Here's how the contest works:

- United Way donors, volunteers and social media followers take a photo or video that depicts a random act of kindness
- Post the photo or video with a short description on Instagram or Facebook with the hashtag #ELCKindness
- Each day of the contest, a random winner will be selected to win a Whataburger swag bag and a \$200 donation made to his or her charity of choice

Each of the 5 total winners will be contacted individually and announced on United Way's Emerging Leaders Council Facebook and Instagram accounts. The contest ends at 11:59 CST on Friday, February 17, 2017.

Need ideas on how to spread kindness to a friend, neighbor, coworker or stranger? Visit United Way's [Facebook](#) and [Instagram](#) accounts to see examples and additional details on the contest.

For more information about the contest and official rules, visit <https://www.unitedwaysatx.org/elckindness/>.

**ABOUT [UNITED WAY'S EMERGING LEADERS COUNCIL](#):**

*United Way of San Antonio and Bexar County's Emerging Leaders Council is a collective of young professionals who support the United Way of San Antonio and Bexar County by making an annual minimum gift of \$250 or volunteering 24 hours each year. Open to young professionals 21-45, members of our Emerging Leaders Council (#ELCUWSA) see firsthand the difference they make impacting lives and creating lasting change here in our local community. Visit <http://www.unitedwaysatx.org/emerging-leaders-council/> for more information.*

*Check out the Emerging Leaders Council on [Facebook](#) and [Instagram](#).*

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