

School Readiness, Youth Success, Adult Self-Sufficiency  
ADVANCING THE COMMON GOOD



# NEWS



**Mile High United Way**  
Give. Advocate. Volunteer.  
[www.UnitedWayDenver.org](http://www.UnitedWayDenver.org)

Dear Media Partners,

Mile High United Way is proud to announce a kickoff event for Team Virgil Green: Tutor, Mentor, Read!, a new program in partnership with the Denver Broncos Organization and United Way Worldwide aimed to cut in half the number of high school dropouts by 2018.

Robert Thompson

## **Mile High United Way Teams Up with Denver Bronco Virgil Green to Help Students in Metro Denver**

November 25, 2011

**WHAT:** Knapp Elementary hosts Mile High United Way and Denver Bronco Virgil Green to announce Team Virgil Green: Tutor, Mentor, Read! with special guests Miles, the Denver Broncos Mascot, and Denver Broncos Marcus Thomas and Julius Thomas. In partnership with the National Football League, United Way Worldwide launched an effort to recruit one million volunteer readers, tutors and mentors by 2014.

A college-educated, civic minded player has been recruited from each of the 32 NFL teams to work with a local United Way. Virgil Green will be working with Mile High United Way to reach children from their earliest years through high school by mobilizing 1,000 volunteers each year for the next three years. To join Virgil, visit [www.unitedwaydenver.org](http://www.unitedwaydenver.org) and pledge to volunteer as a tutor, mentor or reader. Mile High United Way will connect you with an organization where the community's help is needed most.

After an announcement and call to action to join Team Virgil Green, Miles will help Virgil, Julius Thomas and Marcus Thomas read *C is for Centennial: A Colorado Alphabet* by Louise Doak Whitney and *Llama Llama Red Pajama* by Anna Dewdney to 20 first grade students from Knapp Elementary. The Broncos players will then break into small groups and read additional books and handout Read Like a Pro bookmarks.

**WHEN:** Tuesday, November 29, 2011 from 1:00 – 2:00 p.m.

## **MEDIA CONTACT**



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2505 18th Street  
Denver, Colorado 80211  
303-433-8383



**WHERE:** Knapp Elementary, 500 S Utica St, Denver, CO 80219

<http://maps.google.com/maps?hl=en&tab=wl>

**WHY:** The scope of the dropout problem in America is staggering. Nearly one-quarter of all students – one million students a year – 6,000 per day – fail to graduate on time. In some large urban districts, the percentage is closer to one-half of students with the problem most acute for African American and Hispanic youth.

By joining Team Virgil Green: Tutor, Mentor, Read!, a volunteer can make an impact in the life of a student by stepping in where schools and home life may be lacking. A caring adult can help a student set and achieve short-term goals – conquering subjects like math or English – and make long-term plans for the future, like going to college. With Virgil Green's leadership, Mile High United Way, the Denver Broncos Organization and volunteers will have the ability to positively impact the life of a young person, and in turn, positively impact our communities.

**Supporting Resources:** [Mile High United Way web site](#)

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#### **NFL and United Way Partnership**

*For nearly 40 years, the NFL and United Way have teamed up to create what is now the longest and most visible sports-charity collaboration in history. They've used the partnership to bring awareness and resources to communities all across America and I am proud to be a part of it. As part of a goal to cut the drop-out rate in half by 2018, United Way recently launched an initiative to recruit one million readers, tutors and mentors in education during the next three years. To learn more about you can get involved and take the pledge to become a volunteer reader, tutor or mentor today, please visit [LIVEUNITED.org](http://LIVEUNITED.org).*

#### **United Way**

*United Way is a worldwide network in 41 countries and territories, including more than 1,200 local organizations in the U.S. It advances the common good, creating opportunities for a better life for all by focusing on the three key building blocks of education, income and health. United Way recruits people and organizations who bring the passion, expertise and resources needed to get things done. LIVE UNITED® is a call to action for everyone to become a part of the change. For more information about United Way, please visit: <http://LIVEUNITED.org>.*

#### **[About Mile High United Way](#)**

Mile High United Way advances the common good by creating opportunities for a better life for all in our community. Our focus is on School Readiness, Youth Success and Adult Self Sufficiency- the building blocks for a good quality of life.

We are all connected. We all win when a child succeeds in school, when a young person graduates from high school prepared for college or career training and when a family is financially stable. Be a part of the positive change. You can give, you can advocate, or you can volunteer. [www.UnitedWayDenver.org](http://www.UnitedWayDenver.org)