



1825 Riverside Drive ~ PO Box 1593 ~ Green Bay, WI 54305-1593  
PH: (920) 432 - 3393 ~ FX: (920) 432-7144  
www.browncountyunitedway.org

## The 6th Annual Hometown Huddle

**For Immediate Release**

**November 15, 2004**

(Green Bay, WI) - United Way is drafting NFL players and other volunteers in the community for the 6th Annual National Football League and United Way Hometown Huddle on Tuesday, November 16. On this date, NFL teams will work with United Ways across the country to drive home the importance of community involvement.

Hometown Huddle in Brown County will take place at Fort Howard/Jefferson Neighborhood Resource Center. Funds have been secured to replace their communication system and provide children's chairs for the center. Currently, the Family Resource Center is utilizing a phone out dialing system to make phone calls using pre-recorded messages to inform people in their neighborhood about the programs that the Family Resource Center offers. Messages are sent in English, Spanish, Hmong and Russian to ensure that all families that cannot read in their native language will receive information about the services.

US Netcom, an autodialing phone master system, features automated outbound messaging by phone or e-mail, 24-hour information line, and voicemail. This new system will replace the 10-year-old system operating in a DOS environment. "The update of this system will enable us to successfully reach more families and make sure they receive the assistance that they deserve." Lana Sullivan, Executive Director of the Fort Howard/Jefferson Neighborhood Resource Center.

Often a phone message is the only way the Family Resource Center can communicate information successfully to the 1500 family phone numbers in their database.

Green Bay Packers and Brown County United Way staff and volunteers will come together with winners of a school-wide poster contest (20 families) for a meal and activity and celebrate the arrival of this new system. The activity will be to create a quilt based on the theme "Be a good Neighbor - Join the Team!"

Community involvement will be clearly evident this week when NFL teams and United Ways all across our country join forces to show Americans just what can be accomplished when people who care about strong communities work together.

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*Bringing together the strengths of our community to improve the quality of life  
in Brown County today and in the future.*