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## UNITED WAY OF LARIMER COUNTY TO HOST VIRTUAL FUNDRAISER FOR EMERGENCY RESPONSE EFFORTS

*Featuring a live musical performances, giveaways, speakers*

**[Fort Collins, Colo.]** – United Way of Larimer County will host the ***Invisible Superhero Social*** presented by Ent Credit Union on Thursday, June 18, 2020 from 5:30-6:30 p.m. Live music performed by local musicians Cary Morin and Liz Barnez will begin at 4:30 p.m. This free, virtual fundraiser will celebrate the area superheroes battling the challenges facing Larimer County as a result of the COVID-19 global health crisis, and raise awareness of United Way’s response to the pandemic. All proceeds from this fundraiser will benefit United Way’s Community Emergency & Response Fund, which supports both immediate and longer-term needs resulting from the coronavirus pandemic.

“For more than 60 years, United Way has led the charge in addressing the greatest needs facing Larimer County,” said Annie Davies, President & CEO of United Way of Larimer County. “From wildfires and floods to child care and affordable housing, we are on the front lines, uniting our neighbors to make our community a better place. The *Invisible Superhero Social* is a way for us to bring together individuals and businesses to make a difference for some of our most vulnerable residents.”

United Way was inspired to create an alternative to their usual in-person fundraiser due to state and local social distancing guidelines.

“The new, virtual format of this event will incorporate several creative elements, and is a great way for us to engage with donors while ensuring the health and safety of our community,” Davies said.

Attendees of the virtual, superhero-themed event will enjoy an energizing program with award presentations, entertainment, and opportunities to win door prizes. In addition to the musical performances by Morin and Barnez, the *Invisible Superhero Social*’s live program will feature several speakers, including Davies, United Way of Larimer County Board of Directors Chairperson Tracy Oldemeyer, and Neighbor to Neighbor Executive Director Kelly Evans. United Way will also present this year’s *Community Collaboration Award* to Woodward, Inc., and the *Excellence in Philanthropy Award* to brothers Paul & Kevin Brinkman in recognition of their exceptional commitment to achieving positive community impact in Larimer County. Colorado State University’s Head Volleyball Coach, Tom Hilbert, will serve as master of ceremonies.

CopperMuse Distillery created a signature cocktail for the *Invisible* Superhero Social, a peach daiquiri called, *We Ap'PEACH'iate You*. This cocktail is available to-go and cocktail kits for the daiquiri will be available for curbside pick-up starting Tuesday, June 16 through Sunday, June 21, with 15% of sales benefiting United Way. Additionally, NoCo Nosh, local food delivery provider, is donating 10% of sales from 4-8 p.m. on event day, with additional support from local restaurants to be determined. An in-person donor appreciation party is tentatively scheduled for fall 2020, when public gatherings are no longer restricted.

“COVID-19 has presented a number of new challenges for our community, but one thing remains steadfast: the philanthropic, fighting spirit of Larimer County, and the willingness of our everyday superheroes to step up and do what they can to support one another during this difficult time,” said Claire Bouchard, United Way’s Vice President of Community Impact & Engagement. “People want to help, and United Way demonstrates that when we join together, we can do more than any of us could do alone.”

United Way’s *Invisible* Superhero Social will support the Community Emergency & Response Fund. This fund allows United Way of Larimer County to respond to both the immediate and long-term effects of the coronavirus pandemic, and ensures funding for future natural disasters such as a fire or flood.

Be our local superhero: suit up & sign-up for the *Invisible* Superhero Social! Free registration and more is available at: [www.bit.ly/invisiblesuperherosocial](http://www.bit.ly/invisiblesuperherosocial)

### **About United Way of Larimer County**

United Way of Larimer County is a one-stop resource for generosity in our community, ensuring that gifts of time, talent, and treasure address today's greatest needs – and reduce tomorrow's. UWLC encourages nimble and innovative human services and strengthens our community by supporting youth and education, financial stability, community engagement, and nonprofit excellence in Larimer County.

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