



FOR IMMEDIATE RELEASE

September 8, 2008

CONTACT: Diane Lebson
202-488-2022
dlebson@uwnca.org

**UNITED WAY PARTNERS WITH SAKS FIFTH AVENUE
TO LAUNCH COMMUNITY CAMPAIGN DURING
THE FALL 2008 WANT IT! CAMPAIGN LAUNCH PARTY**

Washington, D.C.—United Way of the National Capital Area (UWNCA) today announces its partnership with retailer Saks Fifth Avenue Chevy Chase for the retailer’s **Fall 2008 WANT IT! Campaign Launch Party**. The party will include a fashion presentation that will lend artistic touch to major trends and will showcase UWNCA’s LIVE UNITED community campaign. This September 10 event will take place from 6-8 p.m. at the Chevy Chase, Md., Saks Fifth Avenue store location. The event is free and open to the public.

“I am thrilled that United Way and Saks have come together for this fun event,” said Angela Woods, interim UWNCA CEO. “United Way and Saks are two very different types of organizations, but we share some fundamental qualities—and that is serving the community. United Way’s message is for people to give, advocate and volunteer in their communities, and Saks believes in the same, as evidenced by its corporate social responsibility initiatives.”

The **WANT IT! Campaign Launch Party** will feature features eight items for women: Big and Bold Necklace, Boots Boots Boots, Polished Face, Relaxed Jacket, Romantic Blouse, Sweater Coat, Tailored Dress and Top-handle Bag. The event will also showcase a jewelry trunk show by San Francisco-based designer Lisa Mackey, and participants may enjoy cocktails and light hors d’oeuvres. **WANT IT!** participants making purchases of \$300 on their MasterCard will receive a limited-edition, exclusive Big Bold Necklace. In addition, UWNCA board member Debbi Jarvis, vice president of communications for Pepco Holdings and former anchor/reporter for NBC4 in Washington, and Woods will make brief remarks.

“We are pleased to leverage our award-winning **WANT IT! Campaign** towards raising awareness of United Way’s work in the greater Washington region,” said Ed Heller, Vice President and General Manager for the Saks Fifth Avenue Chevy Chase store. “We are proud to partner with an organization that does so much in the local community.”

To attend this event, please call 240-497-5302 or contact Diane Lebson, UWNCA’s Senior Director of Major Gifts, at dlebson@uwnca.org or 202-488-2022.

###

About United Way of the National Capital Area

United Way of the National Capital Area is the largest non-governmental health and human services provider in the Greater Washington Region and has been bringing together people and resources to improve lives for more than 30 years. Working with community organizations, local governments, and businesses, UWNCA’s eight regional councils—the District of Columbia, Alexandria, Arlington, Fairfax-Falls Church; and Loudoun, Montgomery, Prince George’s and Prince William counties—proactively address the region’s most pressing issues, particularly in the arenas of affordable housing and child wellness.

About Saks Incorporated

Saks Fifth Avenue, one of the world’s pre-eminent specialty retailers, is renowned for its superlative American and international designer apparel collections, its expertly edited assortment of handbags, shoes, jewelry, cosmetics and gifts, and the first-rate fashion expertise and exemplary client service of its Associates. Today, Saks operates 54 full-line stores in 25 states, three licensed stores in Mexico City, Dubai and Riyadh, 49 Saks Fifth Avenue OFF 5TH stores and saks.com, the company’s online store.

D.C. Service Center
1725 I Street, N.W., Suite 200
Washington, DC 20006
202-488-2000 (phone)
202-223-2648 (fax)

Maryland Service Center
1100 Bonifant Street, Suite 501
Silver Spring, Maryland 20910
301-731-8320 (phone)
301-562-5980 (fax)

Administrative Offices
8391 Old Courthouse Road
Vienna, Virginia 22182
202-488-2000 (phone)
703-288-3219 (fax)