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Contact: Terry Westerfield
504-827-6848
terryw@unitedwaynola.org

United Way, UPS & Zappos Find Happiness & Help Community!
Delivering Happiness Bus Tour hosts Second Line and Block Party Event
Free and Open to the Public

Who: *Tony Hsieh*, Delivering Happiness Author and Zappos CEO; *Jerry Mattes*, President of UPS West Region; *Gary Ostroske*, President of United Way for the Greater New Orleans Area; *Zack Rosenberg*, Co-Founder of St. Bernard Project; *Chris Schultz*, TribeCon

What: “Inspire and Be Inspired” bus tour is coming to New Orleans. Tony and the Delivering Happiness Bus Team is bringing their Big Bus to the Big Easy and celebrating the strength of community and spirit of support that are helping post-Katrina New Orleans recover and move forward. The DH philosophy is that by focusing on happiness itself as the currency in life, we can inspire positive change and impact company culture, service, and overall community. **Delivering Happiness and United Way will be presenting UPS West Region President Jerry Mattes with an achievement award for their service. UPS is celebrating a landmark in monetary contributions – since 1982 they have donated \$1 billion to United Way nationwide.** The month of October is also Global Volunteer Month for UPS and in October alone, UPS has contributed more than 170,000 volunteer hours.

When: Friday, October 22nd, 2010

Where: The W Hotel, 2nd Floor Great Ballroom, 333 Poydras St., New Orleans, LA 70130
2:30pm: 2nd floor Great Ballroom; cocktail and hors d’oeuvres reception (*invite & media only*)
3:10pm: **United Way/UPS Award Presentation** (*invite & media only*)
3:30pm: Keynote speech by Tony Hsieh (*invite & media only*)
4:45pm: Second Line from W Hotel to Block Party (*free and open to the public*)
4:30pm-8:00pm: **Delivering Happiness Block Party:** Magazine Street @ Girod (*free and open to the public*) Live music by Mia Borders, John Michael Rouchell, and Bonerama.

Why: Tony Hsieh and the Delivering Happiness Movement will team up with New Orleans' leading tech conference, TribeCon, a conference about igniting movements in online communities and part of the Voodoo Experience Halloween weekend. The theme of the Bus Tour is “Inspire and Be Inspired” and the Delivering Happiness Team is traveling across the country hosting events with like-minded people and companies, and supporting charitable organizations along the way. Events include speaking engagements with universities and entrepreneur organizations, visits to children’s hospitals, panel discussions with owners of some of America’s top companies, and more. Tony will sign copies of his book at the block party with donations to St. Bernard Project and will also announce Saturday October 23rd as a day of service where everyone will come together to help build homes with the St. Bernard Project.

About United Way for the Greater New Orleans Area

United Way for the Greater New Orleans Area is advancing the common good. By partnering with donors, employers, nonprofits, faith groups and government, United Way brings a coordinated approach to solving community problems in Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, Tangipahoa and Washington Parishes. For more information, please call 504.822.5540 or visit www.unitedwaynola.org. You can find us at www.facebook.com/UnitedWayNola or follow us on twitter: @UnitedWayNola.