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**United Way of Coastal Georgia partners with Jekyll Island Authority to kick off 2010-2011 Campaign**  
*Campaign Kickoff to be last event held at Jekyll Island Aquarama*

**JEKYLL ISLAND, Ga.** (August 3, 2010) – Jekyll Island Authority and United Way of Coastal Georgia have teamed forces to host The Wrecking Ball, the last dance at the Aquarama, which will kick off the 2010-2011 United Way campaign, mark the passage of an era, and celebrate the launch of a bright future.

“Jekyll Island Authority could not be more thrilled to partner with our local United Way on this event,” said Jones Hooks, Executive Director, Jekyll Island Authority. “It will be fun to remember the past and celebrate successful futures together.”

United Way of Coastal Georgia supports 28 programs within Glynn and McIntosh counties that focus on the organization’s three pillars – education, income and health. The Wrecking Ball event will kick off the drive to raise money for the 2010-2011 campaign. With these dollars, United Way seeks to improve lives by mobilizing the caring power of the community to create a better life for all.

The Wrecking Ball dance will be held Sat., Aug. 28, 2010 from 7 p.m. until midnight. The campaign kickoff will be the last dance held in the existing convention center. The existing facility dates back to the 1960’s and will be razed to make room for a new, modern and highly energy-efficient center. The new Jekyll Island convention center is slated to open in 2012 and will offer more than 78,000 square feet of prime meeting space that will feature expansive views of the dunes, beach and ocean. The new convention center is just one element of the highly anticipated revitalization of the state-owned island.

“What a great opportunity to bring our community together to raise awareness about the good work done by our local United Way,” said Mike Maloy, Campaign Chairman for United Way’s 2010-2011 campaign. “A huge thanks to Jekyll Island as I cannot think of a more unique way to kick off this year’s campaign than to celebrate five decades of memories made at Jekyll Island’s Aquarama and the future of this beautiful barrier island.”

The evening’s entertainment will be provided by The Class of ‘69 Reunion Band, comprised of 1969 Glynn Academy graduates including Sharon Staley and Bob Killian; O.S.K.A.R. RockHammer under the direction of Bobby Watson; and Mason Waters & the Groove AllStars featuring several surprise

guest appearances. A live and silent auction of memorabilia will also be held, and a portion of the proceeds will fund a permanent archival display in the new convention center. Additionally, United Way will offer two unique opportunities to celebrate the rich history of the Aquarama: a commemorative poster and bricks from the Aquarama which will be available for purchase.

Local caterer Straton Hall is excited to bring party-goers on a culinary journey through the decades: Surf's up with the '60s each blanket beverages and treats from yesteryear; it's a sunshine day and psychedelic black-light night with a trapeze through the '70s with the help of a very Brady special guide; Ray-Bans and jean jackets are in order to rock out the '80s with fun and fashionable fare.

Advance tickets are available for \$35 each or \$60 for a couple and may be purchased by calling (912) 265-1850 or visiting [www.LiveUnitedNow.com](http://www.LiveUnitedNow.com).

#### *About United Way of Coastal Georgia*

United Way of Coastal Georgia located in Brunswick, Georgia is the leading facilitator of community enrichment for both Glynn and McIntosh counties. The mission of United Way of Coastal Georgia is to bring diverse people and resources together to address the most urgent issues that the community faces. Through unique partnerships and approaches, United Way of Coastal Georgia seeks to invest in the building blocks of a good life; a quality education that leads to a stable job, income to support a family though retirement and good health. For additional information, visit [www.LiveUnitedNow.com](http://www.LiveUnitedNow.com) or call (912) 265-1850.

#### *About Jekyll Island*

Located on Georgia's coast, Jekyll Island with its rich history and quiet, laid-back atmosphere has attracted vacationers for more than one hundred years. Jekyll Island offers a variety of amenities, including 10 miles of beach, a 250-acre Historic Landmark District, four golf courses, a large water park, 20 miles of bike paths, a tennis center, and an array of lodging options including hotels, cottages and campgrounds. Owned by the state of Georgia and managed by Jekyll Island Authority, the island's development is limited to just 35 percent of the available land area to preserve the critical barrier island ecosystem. Great lengths have been taken to honor this ratio as the highly anticipated revitalization of Jekyll Island moves forward. By 2012, the island will boast three new hotels, an all-new beachfront convention center with more than 78,000 square feet of function space, a beautifully redesigned entry corridor to the island, beach village shopping and dining area and many more enhancements. Please visit [www.jekyllisland.com](http://www.jekyllisland.com) for more information or call (877) 4-JEKYLL.

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