

Merrill Foto News Article
April, 2017

Give, Advocate, Volunteer is promoted year-round through United Way Worldwide and the United Way agencies across the United States. Nine years ago Paul Kienitz of Riverside Athletic Club, Merrill, WI decided to help the Merrill Area United Way by embracing all three of these actions. Kienitz established the Run United race, which has been enhanced over time and is now called the **Community Kolor Run**. This is the third year for the incredible Kolor Run. Kienitz believes that United Way is a holistic way to give back to the community because a United Way gift supports 18 different agencies that help people every day. United Way Funds stay in Merrill; neighbors helping neighbors. Kienitz, in addition to his staff members, volunteers time to organize, coordinate and host the race. Many other volunteers step forth like the HAM Radio Operators, the Merrill Police Department and United Way supporters and community members to assist with some of the volunteer work that is needed to ensure a safe race.

The 5K route now encompasses the River Bend Trail, making for a very comfortable, pristine course that overlooks the beautiful Wisconsin River. This is likely the most beautiful race route in all central Wisconsin. The **Community Kolor Run** is being held in the morning on Saturday, May 6th. Everyone can participate in this fun, exciting event. Each year Kienitz works hard to make improvements and this year is no exception. More effort has gone into looking for additional sponsors for the event and encouraging sponsors to get teams into the run to promote healthier lifestyles for their employees. This year we anticipate reaching 1,000 runners. There will be many families participating in the event too. In addition the race concludes with food, beverages, music, dancing in the street and the ultimate huge Kolor Blast.

To register, visit www.riversideathletic.com. Come out and support these agencies funded through United Way: Salvation Army; Northcentral Community Action Program; Merrill Community Food Pantry; Peaceful Solutions, Inc.; Alzheimer's Association; Epilepsy Foundation; Parkside Preschool; Big Brothers/Big Sisters; Boy Scouts; Girl Scouts; Family Resource Center; Merrill Safety Patrol; Our Sisters Place-Tomahawk; St. Vincent De Paul Outreach; Merrill Social Norms Project; HAVEN; Childcaring, Inc.; 2-1-1 Help Line; and the Community Warming Center. United Way's mission is to positively impact people in the areas of health, education and basic needs/income, the race supports better health through fitness and increased activity.

The Merrill Area United Way is very grateful for the dedicated efforts of Riverside Athletic Club and the many volunteers to help make this event successful. The sponsoring businesses are also invaluable to the success of the fund raising event. For more information about the Merrill Area United Way, contact us at 715-536-2016 or email us at: united813@frontier.com.