



United Way of  
Cumberland County

## PRESS RELEASE

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## United Way of Cumberland County Announces Exciting Partnership with Fayetteville Dogwood Festival for Over the Edge Event

**Fayetteville, N.C. (November 1, 2024)** – United Way of Cumberland County (UWCC) is thrilled to announce its partnership with the Fayetteville Dogwood Festival for this year's **Over the Edge** fundraising event, scheduled for **April 26, 2025**. This exhilarating event invites daring participants to rappel down the Cape Fear Valley Medical Arts Center, all while raising funds to support vital community initiatives.

Over the Edge is not just an adrenaline-pumping experience; it serves as a significant fundraiser for UWCC, which is dedicated to addressing critical needs in education, health, basic critical needs, and financial stability in Cumberland County. Participants are required to raise a minimum of **\$1,000** to secure their spot for this once-in-a-lifetime opportunity.

The partnership with the Fayetteville Dogwood Festival will enhance the event's visibility and engagement, attracting an even larger audience. The Dogwood Festival is a beloved annual celebration, drawing over 200,000 attendees with its vibrant entertainment, family-friendly activities, and community traditions. By joining forces, UWCC and the Dogwood Festival aim to create an unforgettable event that showcases the spirit of giving back while providing exhilarating fun.

Community members are invited to participate as rappellers, sponsors, and volunteers. To learn more about the event and how to get involved, an online information session will be held on **December 6, 2024**. This session will provide details about the event, the fundraising process, and various ways to support United Way of Cumberland County's mission.

For additional information on sponsorship opportunities and participant registration, please visit our website or contact Ashlee Pearson at [ashleepearson@unitedway-cc.org](mailto:ashleepearson@unitedway-cc.org) or 910-483-1179 x 225.

Join us in making a difference while enjoying an exhilarating experience at Over the Edge!

### **United Way of Cumberland County**

Our mission is to improve lives across Cumberland County by strategically raising and investing resources that successfully impact prioritized human service and health needs while working in effective and innovative partnerships with direct provider agencies. To learn more visit <https://www.unitedway-cc.org/>

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