

PRESS RELEASE

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FOR IMMEDIATE RELEASE:

United Way's Jambalaya Jam Raises \$131,000 for the Community

Baton Rouge, La. (October 26, 2021) – Capital Area United Way held its 34th Annual Jambalaya Jam on Thursday, October 21 at North Blvd Town Square and Lafayette Street in downtown Baton Rouge. The event, presented by Shell, raised \$131,000 for United Way's work in the 10-Parish service area.

Attendees enjoyed live music by After 8 while sampling jambalaya from 31 competing teams. At the end of the evening, awards were presented to the following:

- 1st place team– The Newtron Group/Triad Electric
- 2nd place team– Eastman Chemical Company
- 3rd place team – Turner Industries
- People's Choice – Sigma Engineers and Constructors
- Best Appetizer – Shell Geismar
- Community Games winner – Worley

"Following a virtual Jambalaya Jam in 2020, we were excited to be able to host this year's event in-person in the traditional area of downtown," said George Bell, President and CEO of United Way. "We can honestly say a good time was had by all, and this event would not be possible without the cooking teams, volunteers, sponsors, and, of course, the attendees. Even with a smaller event, we were happy that everyone can out to 'jam' with us in downtown and look forward to be back next year."

Funds raised from the Jambalaya Jam will benefit United Way's fight for the health, education, income stability and basic needs of every person in the 10-Parish service area.

Jambalaya Jam would not be possible without our presenting sponsor, Shell. Other sponsors for this year's event include: BASF, Worley, Entergy Riverbend, Hancock Whitney, The Mosaic Company, Keystone Engineering, The Baton Rouge Clinic, Entergy Louisiana, McDonnell Construction Services, and more. Dow sponsored Lunch-to-go (prepared by Franciscan Missionaries of Our Lady Health System) and Turner Industries sponsored the Kids Zone.

In-kind sponsors include: Baton Rouge Coca-Cola Bottling Company, Downtown Development District, Franciscan Missionaries of Our Lady Health System, Manship Theater, PODS, and Raising Cane's Chicken Fingers.

****Photo attached***

Photo 1: First Place Team – The Newtron Group/Triad Electric

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Capital Area United Way

For more than 97 years, Capital Area United Way has touched thousands of lives in our 10-Parish service area. We envision a community where everyone is empowered to reach their full potential. Our mission is to solve our community's toughest challenges by leveraging partnerships to advance the common good in education, income stability, and healthy living. To learn more visit www.cauw.org.