

PRESS RELEASE

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FOR IMMEDIATE RELEASE:

Join Capital Area United Way for its 33rd Annual Jambalaya Jam *Event going virtual due to the COVID-19 pandemic*

Baton Rouge, La. (October 19, 2020) – The 33rd Annual Jambalaya Jam, presented by Shell and benefiting Capital Area United Way, will be held virtually on Thursday, October 22, 2020 from 11 a.m. to Noon. Everyone is invited to watch the event virtually from noon on Capital Area United Way's social channels where we will feature live shots and pre-recorded video to highlight this year's cooking teams.

Community sponsors make this event possible each year. Thank you to the following: Presenting sponsor – Shell and our additional sponsors, including, Dow; Hancock Whitney; Keystone Engineering; and The Mosaic Company.

A variety of ticket options and other ways to participate are being offered this year:

- **Lunch To-Go - \$10:** We will be pre-selling plates of jambalaya (with bread & dessert) online for pickup on Thursday, October 22 from **11 a.m. - 1 p.m.** Drive thru pick up will be located at the Capital Area United Way office at 700 Laurel Street in Downtown Baton Rouge. Deliveries can be arranged for 10 or more lunch orders. Please select your option during check out.
- **Virtual Ticket Options**
 - **All-You-Can-See - \$15:** Although you can't join us in person this year, you can still show your support by purchasing your All-You-Can-See virtual wristband! This year, you will receive a JAMJAM branded Silicone Spatula for your support! **Item not guaranteed to be delivered before Virtual Jam date**
 - **Kitchen Jammer - \$35:** Although you can't jam with us downtown, please consider showing you support as a Jam Kitchen Jammer in 2020. When you purchase a Kitchen Jammer ticket, you will receive a branded commemorative JAMJAM bamboo spoon AND spatula PLUS ONE (1) plate lunch! **Item not guaranteed to be delivered before Virtual Jam date**
 - **VIP - \$50:** Although we won't see you in our VIP tent, please consider showing you support as a Jam VIP in 2020. When you purchase a VIP ticket, you will receive a branded commemorative JAMJAM bamboo spoon AND spatula, a JAMJAM t-shirt, AND TWO (2) plate lunches! If you purchase a 2020 VIP ticket, you will receive a complimentary ticket with your 2021 VIP purchase. **Item not guaranteed to be delivered before Virtual Jam date**
- **Other Ways to Participate**
 - **Fan Favorite - \$1 a point:** People's Choice voting has gone virtual this year to Fan Favorite. You will have the opportunity to purchase "points" to Vote for your favorite virtual team. There is no limit to the amount of points that can be purchased. A Voting survey will be emailed to all those who purchased by Wednesday, October 21st to select which team(s) you would like your votes to count towards.
 - **T-shirts - \$20 :**Remember this unconventional Jambalaya Jam with a commemorative t-shirt! Sizes are available from small to 3XL. **Item not guaranteed to be delivered by Virtual Jam date** - CAUW will arrange pick up logistics.

Lunch to-go and tickets will benefit Capital Area United Way's work in the 10-Parish service area. Purchases can be made at www.cauw.org/2020jamtickets.

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For more than 95 years, Capital Area United Way has touched thousands of lives in our 10-parish 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.