



News Release

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FOR IMMEDIATE RELEASE

United Way of West Central MS and Café Paradiso Partner to LIVE UNITED

VICKSBURG, MISS. – Local coffee shop, Café Paradiso now offers a monthly United Way drink in which a portion of the sales will be donated to United Way.

Michele Connelly, United Way Executive Director and Café Paradiso owner, Julie Ford teamed up to come up with the idea of a drink that would , not only be tasty, but would allow local residents to give back to the Vicksburg community with their purchase. “The initial idea was one drink that we would select out of a few options, but the options were all so good, we decided to do a different drink each month,” Connelly said.

The November United Way drink is a Tye Dye Frappe with white chocolate, German Chocolate and salted Carmel and is on the menu as of today.

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ABOUT UNITED WAY OF WEST CENTRAL MISSISSIPPI:

United Way of West Central Mississippi is a 501(c)3 nonprofit serving Warren, Claiborne, Sharkey, Yazoo, Issaquena counties and tip of Madison Parish while working to advance the common good by focusing on Education, Financial Stability, Health, and Support Services.