

United Way, others to benefit from national online 'Halloween Scream' contest

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Bowling Green, KY: A national 'Halloween Scream' contest has been set up by a Bowling Green, Ky., company, www.bestscream.com, and it's received the endorsement of and participation by United Way. The venture, a way for non-profit and other organizations to raise funds, is the first of its kind with a Halloween themed venue.

Michael Barrick, an executive with bestscream.com in Bowling Green, said "People across the U.S. and even foreign countries, can compete for the 2010 World's Greatest Screamer title. The winner will have an option of winning a car or \$25,000 in cash."

Doug Eberhart, United Way of Southern Kentucky president, said, "This is a unique way to raise awareness of United Way, to increase revenue and allow us (United Way) the opportunity to continue with our mission: To be the leader in bringing together the resources to build a stronger, more caring community."

Other United Way agencies, charitable organizations and businesses seeking to raise funds can be designated as 'ticket agents' by selling tickets to 'scream' for their respective groups. Those groups and businesses earn \$5 for each ticket they sell. In addition, www.bestscream.com plans to donate funds to United Ways, Hospice and United Hope Foundation, charities that are supported by Barrick personally.

"This can be a tremendous fund-raising boost to high school, college, fraternities, sororities and other such groups,' Barrick said. 'They can issue challenges to friends and rivals to 'out scream them.'"

Several sports and entertainment celebrities, including Teddy Gentry of the legendary Alabama group and teen idol Jesse McCartney, have committed to add their screams on www.bestscream.com.

"It's easy. Anyone can scream, yell, hoot or holler right where they are with any video capable device including webcam or iPhone," Barrick added. "And the contest is fun because you can watch the online videos of people screaming and at the same time raising money to help people in need. That makes people feel good."