

UNITED WAY OF METROPOLITAN DALLAS

PRESS RELEASE



UNITED WAY OF METROPOLITAN DALLAS CELEBRATES 100 YEARS OF IMPACT WITH A STAR-STUDED CENTENNIAL CELEBRATION PRESENTED BY PEPSICO ON NOVEMBER 15

Festivities include Taste United Food & Wine Festival, exclusive Patron Dinner, and a once-in-a-century concert featuring global icon, Rock and Roll Hall of Fame® Inductee and philanthropist Janet Jackson and country superstar Blake Shelton

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DALLAS (Nov. 10, 2025) – [United Way of Metropolitan Dallas](#) marks its **100th anniversary** with an unforgettable **Centennial Celebration presented by PepsiCo** on **November 15, 2025**, at **Fair Park and the Cotton Bowl**, honoring a century of partnership, progress, and impact across North Texas. This once-in-a-century evening brings together community champions, business leaders, philanthropists, and friends for a spectacular night of music, purpose, and celebration.

The Centennial Celebration will be led by **Honorary Chair Barbara Pierce Bush**, whose commitment to community service and leadership continues a proud family legacy of philanthropy and civic engagement.

“For 100 years, United Way of Metropolitan Dallas has been the trusted convener—bringing together the people and organizations who care most about our community’s success,” said Jennifer Sampson, McDermott-Templeton President and CEO of United Way of Metropolitan Dallas. “Our Centennial is a once-in-a-lifetime unifying tribute to the people and partners who have helped United Way shape North Texas. We will honor our shared history and shine a spotlight on the bold, innovative ways we’re creating access and opportunity for all North Texans to thrive, igniting the next century of measurable change.”

“As Honorary Chair, I’m so excited to celebrate a century of United Way’s transformative impact in Dallas,” said Barbara Pierce Bush. “For 100 years, United Way of Metropolitan Dallas has exemplified the power of community—showing what becomes possible when neighbors unite with compassion and purpose. My family’s multi-generational commitment to United Way makes this honor especially meaningful, and I’m proud to help celebrate this remarkable legacy while championing the vital work ahead.”

A Milestone Moment for North Texas

“PepsiCo is proud of our longstanding partnership with United Way of Metropolitan Dallas and to be the presenting sponsor of the Centennial Celebration. Initiatives like our co-founding of Southern Dallas Thrives and our annual PepsiCo Day of Caring are deeply woven into our company culture, driving transformative change for both the community and our people. We look forward to making an even greater impact together in the future.” Steven Williams, CEO of PepsiCo North America, 2023-2025 Annual Campaign Chair, Centennial Co-Chair.

“This milestone honors a century of generosity and partnership that have shaped our region,” said United Way’s Sampson. “For 100 years, we’ve united changemakers from every corner of our North Texas community to improve access to education, income, and health. This weekend, we’ll celebrate that collective impact—and launch into our second century with the same energy and optimism that built our remarkable legacy.”

Taste United Food & Wine Festival

The celebration begins with **Taste United** powered by **Vistra**, a lively **food and wine festival** that will showcase the very best of North Texas' culinary scene. Guests will enjoy a curated selection of tastings from dozens of top chefs, restaurants, and wineries—featuring celebrity chefs **Andrew Swanson of Wolfgang Puck**, **Tiffany Derry of Roots Southern Table**, and **Dean Fearing of Fearing's Restaurant**—paired with live performances by **Prophets and Outlaws**, **The Bird Dogs**, **Angel White**, **Grace Taylor**, and culminating with **Kameron Marlowe**. This dynamic prelude of flavor and sound sets the tone for an evening dedicated to celebrating the partnerships and generosity that have fueled United Way of Metropolitan Dallas' first 100 years of impact.

Exclusive Patron Dinner

Next, an exclusive **Patron Dinner**, proudly presented by **Kimberly-Clark**, will gather North Texas' most influential business and civic leaders for an evening of recognition, inspiration, and connection. **Kimberly-Clark Chairman and CEO Mike Hsu** will deliver opening remarks, followed by a series of memorable moments highlighting United Way's enduring impact. **Texas Instruments President and CEO Haviv Ilan** will introduce **United Way's highest honor, the J. Erik Jonsson Award**, which will be presented to **Rich and Mary Templeton** in recognition of their extraordinary leadership and philanthropy. **PepsiCo North America CEO Steven Williams** will ceremoniously pass the **Annual Campaign Chair** torch to **Vistra CEO Jim Burke**, symbolizing a new era of corporate partnership and community collaboration. Guests will also be treated to a soulful performance by **Grammy-winning artist Andra Day**, setting an inspiring tone for the celebration to come. Distinguished guests joining **Barbara Pierce Bush** include **Charlotte Jones**, **Dirk Nowitzki**, **Charles Haley**, **Darren Woodson**, **Rolando Blackman**, **Marty Turco**, **Ferguson Jenkins** and other community leaders also will join the celebration.

The Centennial Celebration Concert

The evening will culminate under the lights of the **Cotton Bowl** with the **Centennial Celebration Concert presented by PepsiCo**, headlined by two extraordinary superstars—**global icon, Rock and Roll Hall of Fame® inductee and philanthropist Janet Jackson** and **country superstar Blake Shelton**. Together, these world-class performers will deliver an electrifying show that celebrates unity, progress, and the spirit of North Texas. More than 30,000 guests are expected to fill the stadium for this once-in-a-lifetime performance—a joyful crescendo marking United Way's century of impact and the beginning of its next 100 years of measurable change.

"I'm looking forward to performing at this special event and helping support the United Way of Metropolitan Dallas' important work in the community," said Janet Jackson.

"It's really special to be back for United Way of Metropolitan Dallas' Centennial Celebration," said Blake Shelton. "Dallas is just a few hours from where I grew up and my ranch in Oklahoma, so it almost feels like a hometown show. I'm honored to celebrate 100 years of impact with a community that believes in lifting each other up."

Century Circle Sponsors and Volunteer Impact

The **United Way of Metropolitan Dallas Centennial Celebration** is made possible through the extraordinary generosity of **Century Circle sponsors**, including **PepsiCo**, **Texas Instruments**, **Arcosa**, **AT&T**, **Bank of America**, **Comerica Bank**, **Hoblitzelle Foundation**, **Kimberly-Clark**, **Trinity Industries**, and **Vistra**.

As part of its 100th anniversary, United Way of Metropolitan Dallas is also highlighting the **Aspire United Volunteer Series, presented by Texas Instruments**. This year-long initiative engaged thousands of volunteers in hands-on projects across North Texas, supporting programs aligned with United Way's **Aspire United 2030** goals in education, income, and health.

Since spring 2024, the Volunteer Series has included standout events such as **Reading Day**, **STEM Fest**, **Stock the School**, and **Thriving Neighborhoods** community projects. More than 5,000 volunteers have made an impact on the lives of North Texans throughout

the series. Local professional sports teams, including the Dallas Cowboys, Dallas Stars, Dallas Mavericks, Texas Rangers, Dallas Wings, Dallas Trinity FC and FC Dallas, joined volunteers and corporate leaders to champion United Way's mission and inspire community-wide engagement.

Be Part of History

The **Centennial Celebration** is one of the most significant events in Dallas' recent history—a night of inspiration, entertainment, and unity as United Way of Metropolitan Dallas begins its second century of impact.

□ Visit UnitedWayDallas.org/100 for more information or to reserve your spot.

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About United Way of Metropolitan Dallas

For 100 years, United Way of Metropolitan Dallas has been a social change organization that unites the community to create opportunity and access for all North Texans to thrive. We bring together passionate change-makers alongside corporate, civic and nonprofit partners to drive lasting change in education, income and health—the building blocks of opportunity. United Way leads a movement to make Dallas the best place to live, work and raise a family. We invite all North Texans to Live United and be part of the change. To give, advocate or volunteer, visit UnitedWayDallas.org.

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