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## **A Night to Remember: United Way of Metropolitan Dallas Centennial Celebration Highlights Decades of Impact, Future Vision**

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**DALLAS (Nov. 19, 2025)** – More than 30,000 filled Fair Park and the Cotton Bowl as [United Way of Metropolitan Dallas](#) commemorated its **100th anniversary** with an unforgettable **Centennial Celebration presented by PepsiCo** on **Saturday, November 15, 2025**. The celebration-of-the-century honored United Way's 100 years of partnership, progress, and impact across North Texas by bringing together community champions, business leaders, philanthropists, and friends for a spectacular night of music, purpose, and celebration.

The evening was led by **Honorary Chair Barbara Pierce Bush**, whose commitment to community service continues a proud family legacy of philanthropy. "As Honorary Chair, it was exciting to celebrate a century of United Way's transformative impact in Dallas," Bush said. "For 100 years, United Way of Metropolitan Dallas has represented the power of community—showing what becomes possible when neighbors unite with compassion and purpose. My family's multi-generational commitment to United Way made this honor especially meaningful, and I'm proud to have helped celebrate this remarkable legacy while championing the vital work ahead."

### **Celebrating a Record-Breaking Year**

The Centennial honored United Way's enduring impact, including a record-breaking **\$64 million raised** during the 2023–2025 Annual Campaign under the leadership of **PepsiCo North America CEO Steven Williams**, who ceremoniously passed the Annual Campaign Chair baton to **Vistra CEO Jim Burke**. The transition symbolized the next era of corporate partnership and collaboration in the community.

"As I wrap up my tenure as Centennial Campaign Chair, I'm incredibly proud of how this community rallied," said Steven Williams. "Through PepsiCo partner programs, we supported 9,000 scholars, provided more than 8 million meals, and this year alone, reached more than 1.7 million people. And we're already seeing this level of commitment create a true flywheel effect—sparking corporations across North Texas to step up in unprecedented ways, including more than \$10 million in new corporate investments. We didn't just meet our goals; delivering \$63.8 million for the campaign, we shattered them. This is what's possible when business and community come together to deliver real impact."

### **A Celebration of Food, Music, and Community**

The evening began with Taste United powered by **Vistra**, a vibrant food and wine festival celebrating North Texas' culinary excellence, featuring dishes from celebrity chefs **Andrew Swanson of Wolfgang Puck**, **Tiffany Derry of Roots Southern Table**, **Dean Fearing of Fearing's Restaurant**, and more than 60 other acclaimed chefs. Live music from **Prophets and Outlaws**, **The Bird Dogs**, **Angel White**, **Grace Taylor**, and **Kameron Marlowe** set the tone for an unforgettable celebration.

The night culminated at the **Cotton Bowl Centennial Celebration Concert**, headlined by

global icon, Rock and Roll Hall of Fame® inductee and philanthropist **Janet Jackson** and country superstar **Blake Shelton**. More than 30,000 attendees experienced a joyful and electrifying celebration of unity, progress, and the spirit of North Texas.

### Recognizing Community Champions

The **Patron Dinner, presented by Kimberly-Clark**, brought together North Texas' civic and business leaders for an evening of inspiration and recognition. Distinguished guests included **Barbara Pierce Bush, Darren Woodson, Rolando Blackman, Marty Turco, Ferguson Jenkins**, and other North Texas leaders. The dinner featured performances by Grammy-winning artist Andra Day and highlighted the release of United Way's [2025 Impact Report](#), which details a century of measurable change across education, income, and health.

Texas Instruments served as a \$3 million presenting sponsor of the United Aspire Volunteer Series, engaging local leaders and professional sports teams—including the Dallas Cowboys, Dallas Stars, Dallas Mavericks, Texas Rangers, Dallas Wings, Dallas Trinity FC, and FC Dallas—in hands-on community service projects that gave back to neighborhoods across North Texas.

### Looking Ahead

“This Centennial was an extraordinary moment to honor our past, celebrate the remarkable impact of our partners, and recognize the thousands of changemakers who have shaped our community over the last 100 years,” said **Jennifer Sampson, McDermott-Templeton President and CEO of United Way of Metropolitan Dallas**. “It was a night of inspiration, gratitude, and connection—showing what we can achieve when we come together with purpose, passion, and commitment. Together, we are building a future full of opportunity, hope, and lasting change for every North Texan.”

The Centennial Celebration was 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**.

□ Visit [UnitedWayDallas.org/100](https://UnitedWayDallas.org/100) for more information, images, and highlights from the Centennial Celebration.

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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](https://UnitedWayDallas.org).



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