



For Immediate Release

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Dancing for United Way 2026

Brownsville, TX (March 20, 2026) – United Way of Southern Cameron County is thrilled to announce the 3rd Annual **Dancing for United Way**, and it's going to be the biggest and most exciting year yet! Save the date: **Friday, April 10th, 2026, from 6:00 PM to 10:00 PM** at the **Brownsville Events Center**. This is one night you absolutely do not want to miss!

Drawing inspiration from the wildly popular ABC hit "*Dancing with the Stars*," this electrifying event promises an evening overflowing with rhythm, sparkle, excitement, and community spirit. Seven of our community's most beloved local celebrities are bravely stepping out of their comfort zones and onto the dance floor to support United Way's mission. Each star will perform a captivating 2-minute routine, choreographed by renowned local dance studio or choreographer, as they compete for the coveted Mirror Ball Trophy and the fan-favorite People's Choice Award!

This year's dazzling lineup of local Community Leaders includes:

- Olga E. Gonzalez, 1st Vice President, Falcon Bank
- J. Gabriel Guajardo, M.D., Guajardo MD
- Carla Mancha, CEO, Housing Authority of the City of Brownsville
- Gerardo Martinez, Chairman, Brownsville Public Utilities Board
- Rodney McClanahan, Owner, Hardknox Strength & Performance
- Marifer Seguy, Entrepreneur & Restaurateur
- Brian Svendsen, Weekend Anchor/Reporter, NBC 23 | CBS 4 | KGBT | ValleyCentral.com

These stars will be paired with talented choreographers from local dance studios including **Fred Astaire Dance Studios, Ophelia's Dance & Art Studio, and independent choreographers Daniel Castilleja and Sammy Gallegos**, who will dazzle the audience with their showstopping moves. The talent on that stage is going to be electric!

The **Mirror Ball Trophy** will be presented based on the performances, while the highly anticipated **People's Choice Award** will be determined by community votes. To cast your vote for your favorite celebrity dancer, visit www.unitedwayrgv.org/dfuw.

We are proud to celebrate and honor our incredible Platinum Sponsors, the **Housing Authority of the City of Brownsville, Sombrero Festival, and J. Gabriel Guajardo, M.D.**, whose generous support makes this event and United Way's mission possible. Their commitment to our community is truly something to celebrate!

During the event, attendees will have the opportunity to **enjoy dinner, drinks, and a one-of-a-kind show** that will have everyone talking for years to come. To sponsor a table, visit www.unitedwayrgv.org/DFUWSponsorship.

About United Way of Southern Cameron County: Since 1955, United Way of Southern Cameron County has been uniting diverse partners and bringing together donors, business supporters, nonprofits, government, and faith-based communities to build a stronger community for us all. To accomplish this, United Way is keenly focused on achieving key community objectives, including ensuring children and youth succeed, access to healthcare and reducing risky behaviors, and increasing the financial stability of families. United Way is one the largest nonprofit investors in health and human service programs with the support of nearly 5,000 individual donors, 85 business supporters, and a wide array of volunteers and partners. For more information, visit www.unitedwayrgv.org.