



## **PRESS RELEASE**

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### **United Way of Midland County Video Garners National Davey Award**

“As we all come along side each other and work together, we can make our community a better place for all of us,” states David Dupre, 2008 United Way Campaign Chair, at the beginning of the 2008 United Way campaign video.

This was the central theme behind the inspirational Live United video. United Way collaborated with The Dow Chemical Company’s Studio 2020, to produce this award-winning video. In the video, local people share inspirational stories of how lives are being changed for our friends and neighbors in need.

“We are so fortunate to have such committed community partners, like The Dow Chemical Company,” stated United Way Executive Director Ann Fillmore. “Every year, we are blessed with a tremendous outpouring of support from so many local businesses and corporations.”

The message inspired everyone in Midland County to LIVE UNITED, but also drew the attention of the international Davey Award committee.

The Davey Award is an international creative award focused exclusively on honoring outstanding creative work from the best small firms nationwide. The 2008 Davey Awards received over 4,000 entries from across the globe.

In a world of “David’s” and “Goliath’s,” the Davey Award honors the achievements of the “Creative David’s,” where strength comes from ideas, intelligence and out-of-the-box thinking. The video was awarded a silver award in the Charitable/Not-for-Profit category.

“We are extremely honored by this incredible recognition,” exclaimed Fillmore. “We appreciate everyone who was involved for sharing their local local story in such a compelling and touching way.”

This award-winning video can be viewed on the United Way of Midland County website at [www.unitedwaymidland.org](http://www.unitedwaymidland.org) and is also on YouTube.