



PRESS RELEASE

Available for Release on September 25, 2009

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United Way of Midland County Community Campaign is off to a great start.

United Way of Midland County has seen an incredible response to their kick-off event and the message of hope that Chris Gardner brought to our community. The campaign is off to a strong start reporting that our community has already pledged \$1,309,617. This represents a remarkable 27% of their overall campaign goal of \$4.8 million.

Most Midland County companies are just beginning to kick-off their campaigns, but are already reporting strong progress. "Our pacesetters really did a great job of building momentum. Their creative and fun approach has really generated some energy and results," shared 2009 United Way of Midland County Campaign Chair Bob Rathbun.

Wolverine Bank ran a very fun and visible campaign. From running the Hamster Ball at the Dow Diamond, to offering new customers a \$50 donation to their United Way agency of choice, they are really engaging the community in the message.

A brand new division this year, the Professional Support Division, was led by Dr. Klomprens office. They hosted pop can drives, bake sales and also allowed patients to change the radio station for a dollar. This was especially successful with the teens when Doctor chose to play opera in the afternoon.

The United Way partner agencies demonstrate their commitment to those in need each and every day. But they also ran a strong campaign. They hosted an "Agency Execs Got Talent" variety show, and came in at 111% of their goal.

We've also seen our major corporate supporters coming out of the gate strong, with incredible results and enthusiasm.

One very visible way that United Way is engaging the community is through the Live United Paper T-shirt campaign. These are a fun and very visible way that everyone in our community can help reach out to those in need. Be on the look-out at participating businesses.

United Way of Midland County is working to advance the common good. We strive to create lasting change by not just addressing the symptoms, but going deeper into the underlying causes. We invite you to be a part of that change. For more information on how you can *Live United*, call 631-3670, or visit our website at www.unitedwaymidland.org.

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REMINDER TO INSERT THE WEEKLY THERMOMETER—ARTWORK INCLUDED IN THE EMAIL AS A JPG IMAGE!

