



PRESS RELEASE

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United Way of Midland County Kicks Off Their Annual Fundraising Drive

The United Way of Midland County held its 2008 Community Kickoff event on Friday, September 12th at the Dow Diamond. Guests were treated to an amazing “academy awards-like” presentation, featuring special guest impersonators “Demi Moore” and “George Clooney.” Our 2008 campaign chair, Mr. David Dupre announced the 2008 Midland community campaign goal of \$4.8 million.

The kickoff event celebrates the early momentum that the pacesetters have established. Pacesetters are local groups that agree to begin their giving campaign early, to build momentum and set the pace for the rest of Midland County. This year, the thirteen community Pacesetter organizations did a fantastic job of building the enthusiasm and setting a great pace. Their contributions, along with other early community donations have already raised \$615,964, an incredible 13% of the overall goal.

In addition to the fun “red carpet” themed-event, guests were treated to a preview of the upcoming ReMax Balloon festival, with over 22 balloons inflating at the Dow Diamond, and a few of them lifting off from the Dow Diamond outfield. It was quite an amazing site for those heading to work Friday morning.

United Way is committed to reaching out to those in need, recognizing that as a community, we are all connected and interdependent. We partner with local agencies and organizations to continually monitor the needs of our community and address those needs with specialized programs and services directed to the people who need it most. Focusing on the building blocks for a successful life, we concentrate on education, self-sufficiency and promoting health and wellness.

“We understand that we are living in times where our finances are strained, with record high gas prices and rising food costs.” Dupre stated, “But think about how tough it is for those less fortunate in our community.” He and executive director Ann Fillmore encouraged everyone to show that they “Live United,” by helping build hope for our community through their support of United Way of Midland County. “Working together, we can make a difference in the lives of those around us,” summarized Fillmore.