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**LIVE UNITED**™



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**FOR IMMEDIATE RELEASE**

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**United Way of York County 2011 Campaign Kicks off September 9, 2011**

**York, PA (September 9, 2011)** – United Way of York County will kick off the 2011 Campaign on Friday, September 9, 2011. The 2011 campaign goal is \$7,045,000, a 2% increase over last year. To date, Pacesetter companies running early campaigns have raised \$1,071,835, 15% of the 2011 campaign goal.

Over the next three months, companies and individuals in the York County community will come together to support the campaign. The 2011 Campaign Cabinet is led by chair, Silvia Dugan, President & CEO of Print-O-Stat. Important to the campaign are five Loaned Campaign Associates: Joseph Leece, Fulton Bank; Robert Bikofsky, Anne Moscato, Kristen Nickey, and Meghan Shea, all of York College. These volunteers will work with company representatives and United Way staff to support employee campaigns throughout the county.

Anyone donating \$156 or more can enter into the county-wide Campaign Drawing, with a chance to win one of four prizes: \$1,000 shopping spree, donated by The Bon-ton Stores, Inc.; an iPad 2 Bundle, donated by DOCEO Office Solutions; \$1,500 in grocery gift cards, donated by Giant Food Stores, Inc.; or the grand prize, a 2012 Harley-Davidson Road King motorcycle, donated by Harley-Davidson Motor Company. The four winners will be chosen in a random drawing on December 7<sup>th</sup> and announced at United Way's Campaign Celebration on December 12<sup>th</sup>.

This is United Way of York County's 90<sup>th</sup> annual campaign. Over nine decades, the annual campaign has raised a total of \$189 million.

**About the United Way of York County**

For 90 years, the United Way of York County has been impacting lives in York County. Founded in 1921, the United Way of York County's mission is to improve people's by building a strong community through cultivating financial generosity, volunteerism and civic engagement. It raises funds through an annual community campaign for distribution to 73 programs of 34 partner agencies. Last year, the campaign raised over \$6.9 million. For more information, please visit: [www.unitedway-york.org](http://www.unitedway-york.org).

For more information about the 2011 Campaign, please contact Bob Woods, Executive Director of United Way of York County at 771-3800.

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