

Jill Davoll
Communications Director

United Way of Central and Northeastern Connecticut
30 Laurel Street
Hartford, CT 06106
Tel. (860) 493-6822 • Fax (860) 493-6809
E-mail: jdavoll@unitedwayinc.org



United Way
Community Campaign

FOR IMMEDIATE RELEASE

Record Number of Volunteers on *Day of Caring XVIII* Kicks off 2009 United Way Community Campaign with Goal Announcement

Hartford, Conn. (September 11, 2009)... The 2009 United Way Community Campaign kicked off on Friday, September 11 when Chief Charles Teale of the Hartford Fire Department unveiled this year's fund-raising goal of \$25.5 million. Chief Teale, who was lifted high above the crowd in the bucket of a fire department truck to reveal the goal, is one of three co-chairs overseeing the 2009 campaign effort. He is joined by Shaun Mathews, executive vice president at ING and Jennifer Rizzotti, head coach, University of Hartford women's basketball.

"Each of us here probably knows someone who has been affected by the economic downturn...but there's something we can do to help," stated Mr. Mathews at the goal announcement event. "If we all stand together and give generously we can accomplish more than any one person or single organization can on its own."

"There's no doubt this campaign is going to bring challenges," noted Ms. Rizzotti. "But remember, we are a team and we can support each other...our community is counting on us."

Brad Drazen, morning anchor of NBC Connecticut, served as emcee for the event, held at United Way. Mr. Drazen reminded the crowd that this day also serves as the first-ever National Day of Service and Remembrance. "All across our land," he said, "people are standing up for their communities and accomplishing great things."

In our region, the 18th annual United Way *Day of Caring* also took place today and more than 5,500 employees from 67 local companies stood up for their community by volunteering. This marks the largest number of *Day of Caring* volunteers ever, a 6% increase over last year. There were more than 340 project sites at nonprofit agencies throughout central and northeastern Connecticut. Activities scheduled include indoor and outdoor painting projects, reading to children, helping the elderly with housework, and bowling with intellectually disabled adults.

Now in its 85th year, the annual United Way Community Campaign organizes fund-raising campaigns in more than 900 workplaces throughout its 40-town area to support programs and services of United Way of the Central and Northeastern Connecticut and Community Health Charities of New England. Details of how campaign funds change lives and improve community conditions can be found at www.unitedwayinc.org

The fundraising results of the 2009 United Way Community Campaign are scheduled to be announced on Friday, November 20th at a noontime event at the Pratt & Whitney Hangar in East Hartford, CT.

###

For more information or to arrange an interview with Susan Dunn, president and CEO of UWCNCT about the campaign, contact Jill Davoll at (860) 493-6822 or jdavoll@unitedwayinc.org.