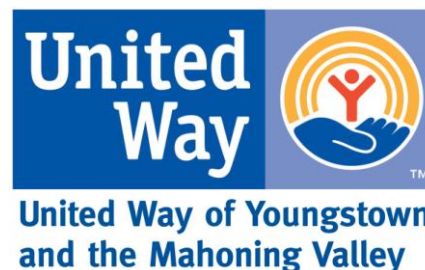


Press Release

FOR IMMEDIATE RELEASE

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United Way Kicks-Off Pacesetter Campaign *Teams Up for a Better Tomorrow*

The United Way of Youngstown and the Mahoning Valley announced the beginning of the Pacesetter segment of the annual campaign at a tailgate style luncheon held today at the United Way office. The Pacesetter Campaign is an early effort designed to “set the pace” for the annual campaign which will kick-off on September 9th with the community-wide Day of Caring.

Nearly 40 local businesses, schools, and non-profit organizations are set to conduct early workplace campaigns for the Pacesetter effort. Representatives from these Pacesetter organizations attended the kick-off event for lunch and to receive their campaign materials.

The chair for the 2011 Campaign is Dr. Cynthia Anderson, Youngstown State University President. The campaign goal is \$2,600,000, a \$100,000 increase over last year’s goal which was exceeded. The United Way has adopted the “Teaming Up for a Better Tomorrow” theme for the 2011 Campaign.

The Pacesetter organizations for the 2011 Campaign are:

- AIM NationalLease
- Altronic, LLC.
- American Red Cross
- Associated Neighborhood Centers

- AT&T Mobility
- Belmont Pines Hospital
- Big Brothers/Big Sisters
- Boys and Girls Club
- Catholic Charities Regional Agency
- Compass Family and Community Services
- Emmanuel Community Care Center
- Fox Youngstown
- Gem-Young Insurance and Financial Services, Inc.
- Help Hotline Crisis Center, Inc.
- Hill, Barth & King, LLC
- Home Savings and Loan Company
- Interfaith Home Ministries
- HandsOn Volunteer Network of the Valley (HOVN)
- Huntington Bank
- Macy's Distribution Center
- Macy's Southern Park Mall
- Mahoning County Career and Technical Center
- Mahoning County District Board of Health
- Park Vista of Youngstown
- Potential Development Program
- Sam's Club – Boardman
- Second Harvest Foodbank
- Springfield Local School District
- Struthers City Schools
- Target – Boardman
- Trumbull Industries
- Turning Technologies
- United Methodist Community Center
- Visiting Nurse Association
- Wal-Mart – Austintown
- Wal-Mart – Boardman
- WKBN
- WYTV
- Youngstown State University
- Youngstown YMCA
- Yurchyk & Davis CPA's, Inc.
- YWCA of Youngstown

Plans are underway for the general campaign which will-kick off on Friday, September 9th with the community-wide Day of Caring sponsored by Covelli Enterprises when hundreds of volunteers from businesses throughout the community complete service projects at United Way funded agencies. For more information on the Day of Caring, or the 2011 Campaign, please call 330.746.8494 or visit www.ymvunitedway.org.

ABOUT THE UNITED WAY OF YOUNGSTOWN AND THE MAHONING VALLEY

The United Way of Youngstown and the Mahoning Valley seeks to be the driving force behind sustained improvement in the lives of all our citizens through initiatives that promote education,

income and health. Currently twenty seven nonprofit agencies are partners with the United Way of the Youngstown and Mahoning Valley and through that partnership; the United Way distributes funds for over seventy programs that the partnering agencies oversee. In addition to funding our agencies we have created several initiatives that are having a positive impact on the community.

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