



United Way of Youngstown
and the Mahoning Valley

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PRESS RELEASE

United Way releases "We Fight. We Win" Video

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(Youngstown, OH) – A new powerful video will soon begin airing on local television stations after the United Way of Youngstown and the Mahoning Valley teamed up with 898 Marketing, a strategic marketing and creative consultancy based in Canfield, OH, to create a new video campaign and creative direction. The partnership focuses on developing video content through 898 Marketing's video production division, TV Eye Productions, to enhance the awareness of the United Way's efforts in the Valley and encouraging all residents in Mahoning County to, "Live United."

"Wherever you go, Youngstown carries a great reputation of always taking care of its own. The United Way is one of the largest reasons for this and is a group that not only raises their hands to help tackle the difficult problems our Valley faces, they run towards them," said Jeff Ryznar, owner of 898 Marketing. "898 Marketing is proud to stand with the United Way to not only assist them in developing and sharing their mission to residents of Youngstown and the Mahoning Valley, but, more importantly, joining the fight to make a difference in the lives of those who need it most."

The new video is based on United Way Worldwide's recently launched brand management campaign that encourages United Way's across the system to "act as One brand and speak with One voice." The theme is "We Fight. We win" and shows both the good and the bad of what occurs in our communities. It does not shy away from the challenges and difficulties many of the people living in our area face on a daily basis.

"When we saw the direction United Way Worldwide was going with this message, which is very real, very raw, and shows the harsh reality of what people can face on a daily basis, we saw our community." said Bob Hannon, President of the United Way of Youngstown and the Mahoning Valley, "We knew Jeff Ryznar and his team at 898 Marketing would be able to capture the theme of 'We Fight and We Win' and show the resiliency of Youngstown and the Mahoning Valley."

United Way of Youngstown and the Mahoning Valley
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LIVE UNITED™

The video was filmed entirely in Mahoning County and features children, families, and individuals helped by United Way through its education initiatives such as Success After 6 or by United Way funded programs run by partner non-profit agencies.

"When we started planning the video, our United Way team and 898 Marketing wanted to make sure we involved the people we serve," said Roxann Sebest, Director of Marketing and Communications for United Way of Youngstown and the Mahoning Valley, "We want our donors and supporters who see this to see the children and families they are helping when they donate their time or their dollars. It was important to us to have those we serve play a major role in this video to show that when we fight together, we win together."

An anonymous donor and 898 Marketing helped United Way make this video campaign a reality. To view the video, you can go to United Way's website: www.ymvunitedway.org/we-fight-we-win

About 898 Marketing

898 Marketing is a strategic marketing and creative consultancy delivering accountable business development campaigns with a relentless commitment to brand growth and digital innovation. Located in Canfield, Ohio, 898 Marketing has proven that customized strategic marketing plans incorporating traditional, video, digital, mobile and social tactics do not have to be costly for small and medium size businesses in order to be effective. In addition to crafting custom marketing direction designed to achieve collaborative business objectives, 898 Marketing serves as a trusted network of resources, including their in-house video production team, TV Eye Productions, and analytics division, Wranalytics. To find out more about 898 Marketing and the list of partners who have experienced positive results through its expertise and services, visit www.898marketing.com, or follow on Facebook, Twitter, YouTube and LinkedIn.