



United Way of
the Valley and
Greater Utica Area

United Way Needs Online Votes In April For a Pepsi Grant To Feed Children In Need

Utica, NY (April 1, 2010) United Way of the Valley and Greater Utica Area has applied to PepsiCo for a \$25,000 grant to fund a Backpack Buddies Program. The grant will allow children in need in Oneida and Herkimer Counties to receive a backpack full of healthy snacks and beverages to take home over the weekend. "Many children are able to take advantage of the free breakfast and lunch programs offered at area schools, but don't have access to quality food over the weekend," said Phil Hayne Executive Director. "This program will provide a backpack full of tasty and nutritional food choices every Friday to selected children in the two county area. There would be enough items included to feed the siblings of the selected children as well. However, in order to qualify for the grant from Pepsi, our proposal has to be among the top ten online vote recipients," Hayne explained.

In order to vote for the United Way Backpack Buddies program, area residents are asked to go online daily to vote between now and April 30. "Once you register on the Pepsi site, you can vote up to ten times daily for our Backpack Buddies Program," said Hayne.

To register and to vote for Backpack Buddies use the following link:
<http://www.refresheverything.com/backpackbuddies> for additional questions about voting for the program, call United Way at 315.733.4691.

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About United Way

United Way of the Valley & the Greater Utica Area is a local, independent nonprofit organization funding area programs and initiatives that address the most crucial, local community issues. United Way's strength is its ability to improve lives by mobilizing its partners to create positive, sustained change in community conditions with measurable results. For more information, visit www.unitedwaygu.org or call 315.733.4691.

FOR FURTHER INFORMATION, CONTACT:

Susan Woods
P: 315.733.4691 x225

F: 315.733.4195
susan.woods@unitedwaygu.org