

**FOR IMMEDIATE RELEASE**

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**UNITED WAY SETS 2008 CAMPAIGN GOAL AT  
AN AGGRESSIVE \$3.8 MILLION**

**Utica, NY (September 9, 2008)**— The United Way of the Valley & the Greater Utica Area launched its annual campaign tonight at the Stanley Theater, announcing an aggressive \$3.8 million campaign goal.

“If any community can raise \$3.8 million, the Mohawk Valley can,” says 2008 Campaign Chair, Donald Carbone. “We understand that the current economy has effected us all but we encourage our community this year to think about how we need each other’s support, now more than ever.”

The campaign goal, unveiled among 200 guests including volunteers, donors and local officials with live entertainment by the John Piazza, Jr. Quartet.

After United Way Board President, Todd Hutton, spoke about the ambitious direction United Way is headed towards advancing the common good in areas of education, financial stability and health, Donnie Carbone got ready to kick-off campaign with some special check presentations.

Tim Reed, Executive Director of the Utica Boilermaker 15K, presented Donald Carbone with a \$3,850 check from the proceeds 2008 Boilermaker Expo’s Pasta Dinner.

“The Boilermaker brings people to our community from all over the world,” says Carbone. “United Way is honored to be a part of this renowned event and thanks the Boilermaker and all the pasta-loving visitors.”

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Nick and Fred Matt, who established the Saranac Thursdays tradition exactly ten years ago, have been donating a portion of the proceeds to United Way. Tonight, they presented Donald Carbone with a \$62,000 check - their largest check ever to United Way for both the 2008 Saranac Thursdays proceeds and the FX Matt Brewery's internal campaign.

"The dedication of our employees and United Way volunteers to put on Saranac Thursdays is rewarding," says Fred Matt. "Our donation helps set the pace for this year's campaign. It shows that when people come together, we can raise more than ever for the organization."

The 2008 Pacesetter organizations also announced a successful head start to this year's campaign. By "setting the pace," these 19 organizations raised over \$600,000, which is just over 15% of the entire campaign goal.

The 19 Pacesetter organizations for the 2008 Campaign are, as follows: Carbone Auto Group; ECR International; The Fountainhead Group; FX Matt Brewing Company; Getnick, Livingston, Atkinson & Gigliotti, LLP; Hannaford, Inc.; Herkimer Tool & Machining; M&T Bank; M. Griffith, Inc.; Mohawk Hospital Equipment, Inc.; Northern Safety Company, Inc.; O.W. Hubbell & Son Galvanizing; The Peacemaker Program, Inc.; Scalzo, Zogby & Wittig Insurance; Strategic Financial Services, LLC; Sturges Manufacturing Company; United Parcel Service; United Way of the Valley & Greater Utica Area; and Utica First Insurance Company.

**WAYS TO GIVE TO UNITED WAY  
THROUGH YOUR EMPLOYER**

Payroll deduction has been dubbed one of America's greatest inventions.

Through your employer's internal campaign, you can easily designate a portion of your paycheck to United Way to help programs and services that will make a long lasting, positive impact in our community.

#### ONLINE

With our new website's "Donate Now" option, you can safely make a gift to United Way with your credit card or your own billing schedule. Visit [www.unitedwaygu.org](http://www.unitedwaygu.org) for more information.

#### OVER THE PHONE

The United Way staff would be happy to take your pledge over the phone. Just call 315.733.4691.

#### IN THE MAIL

Pledge cards can also be mailed to your home upon request. Please contact the United Way office to have a pledge card mailed to you today.

To learn how to support the campaign, contact your employer or the United Way office at 315.733.4691 x225 or visit [www.unitedwaygu.org](http://www.unitedwaygu.org).

The 2008 Campaign Kick-Off was sponsored by Carbone Auto Group; Design Intervention; Gilroy, Kernan & Gilroy Insurance; Jay-K Independent Lumber; and Scalzo, Zogby & Wittig Insurance. All proceeds of the event benefit United Way of the Valley & Greater Utica Area.

#### **About United Way**

United Way of the Valley & the Greater Utica Area is a local, independent non-profit organization funding area programs and services that address the most crucial local community issues. United Way's strength is its ability to improve

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lives by mobilizing its partners to create positive, sustained change in community conditions and to focus on results. For more information, visit [www.unitedwaygu.org](http://www.unitedwaygu.org) or call 315.733.4691.

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