



United Way of
the Valley and
Greater Utica Area

FOR IMMEDIATE RELEASE

***United Way
Presents 20 New Coats
to Martin Luther King, Jr. Elementary School in Utica***

Utica, NY (November 19, 2009) — Phil Hayne, Executive Director of the United Way of the Valley & Greater Utica Area delivered 20 new, warm winter coats to Martin Luther King Elementary School in Utica today. “The coats are gifts made possible from generous donors who made special pledges during the United Way “Coats for Kids” Telethon in October”, said Hayne.

100 new coats were donated by Herb Philipson’s to benefit area children and to encourage contributions to the 2009 United Way campaign. “We are delighted to be able to make a difference in the life of a child.” said Hayne. “Most of us are able to easily replace an old coat with a new one, but that is not the case with some area children.”

Mark DeSalvo, principal of Martin Luther King School who received the coats on behalf of students at the school said, “The gift of a new coat will mean so much to the children who receive one, this is very much appreciated.”

According to Hayne there are 20 more \$100 pledges needed so that all remaining coats can be given in the name of a donor. The donation will have a dual positive impact; a child will be helped with a new coat and many other lives in the community will be enhanced with the gift to the United Way campaign.

To make a pledge and gift a coat to a child, you are invited to go online to unitedwaygu.org or call 733.4691. Coats will be delivered to area children with a personalized gift card reflecting the donor’s name.

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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.

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