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**UNITED WAY RAISES OVER \$3.7 MILLION FOR THE
MOHAWK VALLEY COMMUNITY**

*Hotel Utica, Café CaNole and Carbone Auto Group Host the 2008
Campaign Finale*

Utica, NY (January 22, 2009) — Donald Carbone, 2008 United Way Campaign Chair, delivered the good news that the campaign team exceeded the amount raised last year, totaling \$3.712 million; at tonight's campaign finale celebration at Hotel Utica.

"Our campaign goal may have been \$3.8 million," said Carbone, "but considering the current economic crisis both nationwide and right here in the Mohawk Valley, I could not be happier or more thankful to live in such a generous community."

"Raising \$3.712 million is a great accomplishment for us all," added Carbone "The next step is for our community volunteers to thoughtfully and strategically invest these dollars into community programs and services since many community members will be seeking these services now, more than ever."

It was a night to recognize the outstanding efforts of over 50 dedicated volunteers on the campaign cabinet and special campaign teams, over 400 employee coordinators that assist in workplace campaigns, and an opportunity to thank everyone who was involved in the 2008 campaign efforts.

Awards of Excellence in the form of fun "endurance" themed baskets were awarded to several individuals for their involvement and exceptional performance in the 2008 campaign: Cindy Dardano of Preswick Glen; Leigh D'Agostino of the FX Matt Brewery; Dan Trevisani of the City of Utica; Nancy Ford of Nancy L. Ford Photography; Bill Keeler of Keeler Productions; Lisa Roser and Chris Walsh of WKTV and Michelle McCarrick Truett of 484 Design.

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At the end of the event, Carbone announced John Hobika, Regional Insurance Coordinator/Assistant Vice President of M&T Bank, as 2009 United Way Campaign Chair. Hobika said, "United Way has a long-standing tradition in our community and I'm honored to serve as the next chair. Supporting this community has been passed down through the generations and now it's our turn to make a difference. I encourage everyone to get involved with the United Way in any way possible – whether it be serving on an allocations committee or volunteering in campaign season – it is an extraordinary experience."

In 2007, the United Way Campaign, led by Mary Malone McCarthy of Northland Communications, set a goal of \$3.67 million and raised a total of \$3.7 million.

United Way would like to thank our campaign finale event sponsors: Café CaNole; Carbone Auto Group and Hotel Utica.

For more information, visit www.unitedwaygu.org or call 315.733.4691.

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 impact issues. United Way's strength is its ability to improve lives by mobilizing its partners to create positive, sustained change in community conditions and to focus on what matters most—results.

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