



United Way of
the Valley and
Greater Utica Area

FOR IMMEDIATE RELEASE

United Way Celebrates the Season at Gems Along the Mohawk

Utica, NY (December 8, 2009) — The holidays get a wonderful boost when the sixth annual “Holiday Party with Santa” occurs at Gems Along the Mohawk on Saturday, December 12, from 1-3 PM.

Area families, children and residents are invited to spend a fun-filled afternoon enjoying a free lunch, story time with Gansevoort Books, craft making, face painting and visiting and picture taking with Santa.

Attendees are just asked to bring loose change to donate to United Way, and an unwrapped gift that will be taken by Santa to a family in need. “The event is free and open to the public, and it is our way of giving back to our community”, says event founder and sponsor Dr. Renee Scialdo Shevat. “We promote these festive activities to benefit all of the constituencies of United Way. It is our desire to ensure that families have a day full of wonderful lasting memories and that we exceed our prior year contribution to United Way.”

The afternoon party is sponsored by the Herkimer Diamond Mines, demonstrations and samples will be available from many of the more than 70 storefronts including books, candle making and basket weaving. The food for the event is purchased by the Herkimer Diamond Mines, and prepared and served by the Waterfront Grille Restaurant and staff. Scialdo Shevat added, “We are always delighted at the joy we see on the children’s faces, and the great time that families are having together.”

The event will be held at 800 Mohawk in Herkimer, NY. For more information, call 717.0077.

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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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