



FOR IMMEDIATE RELEASE

United Way Telethon Benefits Children in Herkimer and Oneida Counties

Utica, NY (October 23, 2009) — United Way of the Valley & Greater Utica Area held its first telethon on Thursday. The telethon had a dual focus to provide “Coats for Kids” and to fund the 2009 campaign. “As we transition to colder weather, there are many children throughout the Mohawk Valley that do not have adequate outerwear,” said John H. Hobika Jr., 2009 Campaign Chair. “Herb Philipson’s generously donated 100 top quality winter coats to benefit local children and the 2009 Campaign.”

For each gift of \$100 pledged during the Telethon, a new coat will be given to an area child in the name of the donor. “With this being our first telethon, we are delighted with the outcome and the number of children that will benefit. More than 65 new coats are on the way to children in Herkimer and Oneida Counties and the 2009 Campaign received more than \$25,000 in donations,” Hobika said. “The “Coats for Kids” pledge drive will continue online at unitedwaygu.org or by calling 315.733.4691 until all coats have been gifted by a donor.

Telethon sponsors included: Merrill Lynch Utica Branch, Carbone Auto Group, Symeon’s Restaurant, CWSI, Herb Philipson’s, Pepsi and Lisa Roser.

United Way of the Valley and Greater Utica Area is in the midst of the 2009 campaign, with a goal of \$3.25 million. United Way invests donations in programs that focus on three core community goals: Education, Health, and Economic Self-Sufficiency. Each year knowledgeable, well-trained community volunteers review a multitude of worthy programs to determine where contributions will get the best results for the community. All programs and initiatives must have positive outcomes that can be measured.

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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 services 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 and to focus on results. For more information, visit www.unitedwaygu.org or call 315.733.4691.

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