



United Way of  
the Valley and  
Greater Utica Area

**FOR IMMEDIATE RELEASE**

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## **UNITED WAY PACESETTERS ARE OFF AND RUNNING!**

**Utica, NY (August 4, 2009)** — Today, the 2009 local Pacesetter organizations began the United Way Campaign season at the official Pacesetter Kick-Off at Symeon's Restaurant in New Hartford. Led by Pacesetter Chair, Symeon Tsoupelis, the 2009 Pacesetter goal is set at \$360,000.

"We are thankful to our pacesetter companies for agreeing to lead their campaigns at such an accelerated pace," says Tsoupelis. "Their enthusiasm and support for investing in our community motivates us as we enter the regular campaign season."

United Way Pacesetters are local businesses that agree to "set the pace" for the annual Campaign by accepting aggressive goals and completing their company's individual campaign before the general United Way fund raising effort begins.

The Pacesetter Campaign wraps up at the end of August, just two weeks before the official 2009 United Way Campaign Kick-Off on Tuesday, September 15<sup>th</sup> at the Stanley Center for the Arts. This year's United Way general Campaign is led by John Hobika, Jr. of M&T Bank

The 14 Pacesetter organizations for the 2009 Campaign are as follows: Carbone Auto Group; M. Griffith Inc.; Matt Brewing Company — Saranac Thursdays; Mohawk Hospital Equipment; Northern Safety Company; Scalzo, Zogby and Wittig; Strategic Financial Services, LLC; Sturges Manufacturing Company;

- more -

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The Fountainhead Group; The Peacemaker Program, Inc; United Parcel Service; United Way of the Valley and Greater Utica Area; Utica First Insurance Company; and Walmart.

For more information, contact Phillip Hayne at [philh@unitedwaygu.org](mailto:philh@unitedwaygu.org) or 315.733.5641 x231.

**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](http://www.unitedwaygu.org) or call 315.733.4691.

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