

Media Advisory

Contact:

Maria Coppola, APR, Media Relations Consultant - or - Jerri Franz, VP Marketing & Communications
 (904) 398-7279 ext. 17 Office (904) 390-3242 Office
 (904) 312-3321 Cell (904) 610-1440 Cell

United Way of Northeast Florida to Announce Turnaround Annual Campaign Fundraising Total for 2010-2011

*Volunteers and campaign leaders to be honored at a breakfast celebration on
Friday, March 25, 7:30 a.m. to 9 a.m.*

- Who:** United Way of Northeast Florida along with its business partners, volunteers and campaign leaders.
- What:** Breakfast celebration to announce the community fundraising total. Volunteers, companies and organizations will be honored at the event.
- When:** **Friday, March 25, 2011**
7:30 a.m. to 9:00 a.m.
- Where:** The Wyndham Hotel on the Southbank
Grand Ballroom
1515 Prudential Drive
Jacksonville, FL 32207
- Why:** United Way will announce the 2010-2011 turnaround fundraising total that exceeded its campaign goal and also represents a substantial increase in revenue since the economic downturn in 2008.

Awards will be presented for the following categories: Circle of Honor, Employee Campaign Chairs of the Year, Small Business of the Year, New Campaign of the Year, Million-Dollar Circle companies, and United Way's top honor - The Summit Awards. Leadership awards to be presented include Outstanding Number of Leadership Donors and Increase in Leadership Giving. In addition, the Sherwood Smith Children's Champion Awards will be presented to two individuals for their exemplary service in working with children and youth.

Hundreds of volunteers and supporters will pay special tribute to longstanding community partners and award-winning companies as the final campaign results are revealed. Funds raised during the annual campaign go to sustain and strengthen United Way's community initiatives in Northeast Florida, including program funding for 87 programs.

United Way of Northeast Florida works to create real, long-lasting change in Northeast Florida by focusing on the building blocks for a good life. In partnership with volunteers, community organizations, and leaders, United Way is creating opportunities to improve life for people in Baker, Clay, Duval, Nassau and northern St. Johns counties. In addition to the [Achievers For Life](#) initiative, United Way leads [United Way 2-1-1](#), a 24/7 information referral hotline; [Life: Act 2](#), a pro-active response to an exploding senior population; and [Full Service Schools](#), a community approach to removing barriers to academic success. For more information, call 904-390-3200 or visit www.LiveUnitedNortheastFlorida.org.