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FOR IMMEDIATE RELEASE...

October 9th, 2014

**SCHUYLKILL UNITED WAY RELEASES MID CAMPAIGN FINANCIALS
DURING MID CAMPAIGN LUNCHEON**

The Schuylkill United Way currently has 38% of their goal pledged, or \$382,444.00. While the pledges are meeting benchmarks with previous Campaigns, \$632,556.00 dollars are still needed to meet the goal of \$1,015,000.00.

At the current date, there are 243 Pacesetters who have pledged \$212,134.00.

The Tamaqua Area Campaign has a goal of \$115,000.00, and currently \$62,590.00 has been pledged.

Our Special Gifts pledges are at \$89,240.00, which is about 45% of their \$89,240.00 goal.

The Mid Campaign Luncheon is being held at noon today, October 9th, 2014 at La Dolce Casa in Tamaqua. Speakers during the presentation include Tamaqua Area Chairman Eric Dreyfus (Air Products and Chemicals, Inc.) and 2015 Campaign Chairman Anthony Harbison (Gordon Food Service).

Schuylkill United Way speakers include Executive Director Kelly K. Malone, who will be closing the program, as well as Director of Community Relations Michelle Halabura who will be briefly touching on new media efforts including the new SUW website and mobile app.

The guest speaker will be Director Mary Ann Devlin of Child Development, Inc. who will be discussing their success with the Head Start program. Child Development, Inc. celebrated their 50 year anniversary with Head Start this year.

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