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**FOR IMMEDIATE RELEASE...**

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## **SCHUYLKILL UNITED WAY RELEASES NEW MOBILE APP AND WEBSITE**

The new Schuylkill United Way website and mobile app have been launched. The website has been expanded to include an events calendar and online donating functions, as well as more detailed information regarding the Schuylkill United Way and 15 Partner Agencies. Upon entering [www.schuylkillunitedway.org](http://www.schuylkillunitedway.org) through a phone or tablet, the user will be taken to our mobile site where a small pop up will ask the user to save the mobile app to their phone or tablet home screen for future convenience.

David Kunstek at Page One Website Design in Pottsville completely redesigned the website and created the mobile app. "We wanted our complete independence with this website, because we need to make changes constantly as our 2015 Campaign progresses," states Kelly K Malone, Executive Director. "David created a site that we are able to update daily, and we were able to achieve that along with a more streamlined and user-friendly website design. We're very thankful for Page One's guidance."

The Schuylkill United Way website's donating function has already been used by donors during this year's 2015 Campaign, *Giving Hearts Giving Hope*. The donate button is on the homepage, as well as the \$1,015,000.00 goal and the current amount that has been pledged. The 2015 Campaign is currently at about 30% of the goal, with an estimated \$301,000.00 pledged.

The mobile app is an exciting function, as it makes our 15 Partner Agencies more accessible. The hotlines for the agencies, as well as the general information numbers and locations are provided on the mobile app. The Schuylkill United Way's Community Resource Guide, which lists all community resources regardless of agency status with the Schuylkill United Way, is also available through the website and app. Kelly K Malone states, "While not everyone who reaches out to our office for help does so through our website, an increasing amount do find us online. The Schuylkill United Way and our 15 Partner Agencies need to be as accessible as possible. This is just one step of many we will be making to ensure that our friends and neighbors can find help when they need it."

Partner Agencies who will be on site include: American Red Cross, Avenues, Big Brothers Big Sisters, Boy Scouts of America, Child Development Inc., Girl Scouts in the Heart of PA, The Salvation Army Pottsville Corp, The Salvation Army Tamaqua Corp, Schuylkill County Society for Crippled Children, Schuylkill Wellness Services, Schuylkill Women in Crisis, Schuylkill YMCA, Sexual Assault Resource and Counseling Center, Tamaqua Area Meals on Wheels, YMCA of Tamaqua.