

?Metro United Way starts 2008 campaign with a Virtual Kickoff

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? ? Metro United Way held its first ever Virtual Campaign Kickoff today by inviting the public to view the 2008 campaign kickoff video online at metrounitedway.org.

Metro United Way went “green” this year by hosting the kickoff video, which includes highlights such as representatives of local affiliate TV stations expressing how they LIVE UNITED, and local hero, Patrick Henry Hughes, speaking to the community about the support he has received from Metro United Way.

“Patrick is someone who has not only benefitted from services that the community supports but also gives back to his community, and by doing so he and his family are perfect examples of what it means to Live United,” says Joe Tolan, President and CEO of Metro United Way.

Metro United Way is asking the community to help exceed last year’s goal of \$29.2 million. To date, \$9 million has been raised. “This year more than ever we have to step up and make the commitment to give of our financial resources, our time and our talent to help create the most vital, caring community in the nation,” says Craig Grant, regional president of PNC Bank, and 2008 Metro United Way Community Campaign Chair. “Please join us in the realization that a year in which it might feel more difficult to help others, is precisely the year that our help is needed most.”

Early runner companies and pace setter campaigns were recognized for their support during the kickoff. UPS has raised \$3.4 million to date. The following is the list of WOW Companies, which achieve a 10 percent or more increase over the previous year:

ID&A, 298%

Callistus Smith Agency, Inc., 211%

Community Foundation of Southern Indiana, 117%

Blue Grass Automotive, Inc., 58%

Owens Cornering/OEM Solutions, 27%

Lifespan Resources, 25%

Republic Bank & Trust Company, 23%

Home of the Innocents, Inc., 19%

Jewish Family & Vocational Services, 16%

University Hospital, 16%

Planet Telecom, 13%

Trover, 10%

Jay C of Corydon, new campaign

Supporters can share how they LIVE UNITED online and win prizes such as gas cards, grocery gift cards, and LIVE UNITED t-shirts at metrounitedway.org.