

Suzanne Higgs

Manager, Marketing, Media & Special Events
757-853-8500 ext. 125
Shiggs@unitedwayshr.org

FOR IMMEDIATE RELEASE:

United Way of South Hampton Roads Projects \$700,000 less in Annual Campaign

Hampton Roads, Virginia, January 25, 2011- United Way of South Hampton Roads (UWSHR) expects nearly \$700,000 less in donations for the 2009-2010 annual campaign.

“We’ve lost over 13,000 employees in the companies that we typically run campaigns in,” said President & CEO, Carol McCormack, “that’s a big percentage of our overall total.”

UWSHR serves a fundraiser for more than 68 agencies throughout the South Hampton Roads area. Annual campaign funds provide food, clothing, shelter and other emergency services. A projected loss of this magnitude will have a significant on partner agencies and their programs.

With the current economic circumstances, those in need are no longer strangers. They are friends, neighbors, coworkers and family. When a child or elderly person goes hungry; when an abuse victim has no place to go or when a family becomes homeless- our community turns to the UWSHR for solutions..

UWSHR is reaching out to those that can make a difference today in the lives of those at need in our community. To donate log on to www.unitedwayshr.org and click the DONATE tab in the home page. We need your help, because the community needs ours.

####

About the United Way of South Hampton Roads

United Way of South Hampton Roads is a local, autonomous nonprofit organization run by a volunteer board of directors representing all areas of the South Hampton Roads community.

We solve community problems by supporting programs and services across the area that help people turn their lives around.