

For Immediate Release

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UNITED WAY OF ESCAMBIA KICKS OFF FUNDRAISING SEASON

Pensacola, Fla. – September 19, 2018

Nearly 300 individuals, many donning football jerseys and shirts, joined United Way of Escambia County (UWEC) for its 2018-19 Campaign Kickoff Celebration at the Pensacola Bay Center yesterday morning.

UWEC Campaign Chair, Amy Miller, kicked off the pep rally-style festivities by highlighting a number of ways individuals can get engaged in the work of UWEC. She encouraged attendees to dig a little deeper to combat the issues we see in our community each day. "Together, with each of us challenging ourselves to do just a tiny bit more, we can make a difference," she said before handing the podium over to UWEC President and CEO, Laura Gilliam.

"This is a 'team sport,'" said Gilliam. "A team supports and lifts up its members and cheers them on. There are times of sacrifice for the team, and moments where you go above and beyond for your teammates. That's what you do for United Way and for this community."

United Way of Escambia County also introduced their 2018-19 Ambassador class with the help of Uptown Eddie of the Pensacola Blue Wahoos. Additionally, this year's Pacesetter campaigns were announced. Six of the 14 Pacesetters were 110% Campaigns, meaning they increased their giving by ten percent over last year's totals. Nearing the conclusion of the event, Director of Development, Kelly Jasen, introduced UWEC's newest fundraising tool, Text 2 Donate. Individuals who wish to give via text may do so by texting UNITED850 to 41444.

Attendees were also treated to a performance by the Escambia High School Drumline and closing remarks from Tommy Thrall, the broadcasting voice of the University of West Florida Argonauts.

PACESETTER CAMPAIGNS (* indicates 110% Campaign)

Gulf Power Company

Target

Goodwill Easterseals of the Gulf Coast

West Florida Healthcare*

Hancock Whitney Bank

United Way of Escambia County

Navy Federal Credit Union*

Sirote & Permutt

Summit Bank*

Warren Averett*

Be Ready Alliance Coordinating for Emergencies (BRACE)*

The First, A National Banking Association

Terracon Consultants*
Junior Achievement of Northwest Florida

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United Way of Escambia County (UWEC) is a 501(c)(3) non-profit organization that fights for the health, education, and financial stability of every citizen in our community. UWEC has operated locally for 94 years with a vision of a community United to create better opportunities for all. By investing in programs, participating in partnerships, and leveraging resources, UWEC works to meet a mission of Uniting our community to improve lives.

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