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MORE THAN 1,600 VOLUNTEERS UNITE TO ENHANCE THE COMMUNITY AT 25th ANNUAL DAY OF CARING

*United Way of the Capital Region and PNC Bank
Team Up for Community Volunteer Event*

HARRISBURG (September 8, 2017) – More than 1,600 volunteers are scheduled to help kick off United Way of the Capital Region’s 2017 campaign today by participating in the 25th annual Day of Caring.

As the lead sponsor, PNC Bank has extended its more than two decades of support of this event, which is the largest one-day mobilization of volunteers in Cumberland, Dauphin and Perry counties. Dressed in “LIVE UNITED” T-shirts, volunteers from 74 companies will work on 112 projects to include indoor and outdoor cleanup, painting, landscaping and the installation of smoke alarms in neighborhoods throughout Harrisburg.

“The United Way and its partner organizations are making a positive and measurable impact on the lives of Capital region residents,” said Jim Hoehn, PNC regional president in Central Pennsylvania and United Way of the Capital Region board member. “PNC is committed to helping improve the health, vitality and economic stability of the communities we serve. In addition to our longstanding sponsorship of Day of Caring activities, we have a strong presence at the day’s events which reflects our employees’ personal investment in strengthening our local communities.”

United Way of the Capital Region also announced a 2017 campaign goal of \$10.4 million this morning at a breakfast, sponsored by Wegmans, for Day of Caring volunteers.

“This is an exciting time for United Way and our community,” said Timothy B. Fatzinger, United Way of the Capital Region president and CEO. “We recently launched three new pilot projects to address the root causes of access to health care, school readiness and workforce development. What makes this work unique is it belongs to all of us and not one single organization. At the same time, we continue to support basic needs services and the work of our program partners.”

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“To help support this effort, we’ve recruited Greg Cavoli, general manager of Enterprise Holdings, to chair this year’s campaign,” added Fatzinger. “Greg is a dedicated leader and champion for our organization and community.”

“I believe in the mission of United Way and the organization’s impact in the Capital Region,” said Cavoli. “As a business leader, community-supporter and father, I want to do my part to create a strong and vibrant future for the Capital Region. I’m proud to serve as campaign chair.”

This year, donors who give \$182 or more to United Way’s campaign are eligible to win one of four prizes: a 2018 Chevrolet Cruze, donated by Sutliff Chevrolet; a \$2,000 gift card from Wolf Furniture; a \$1,500 getaway courtesy of AAA Central Penn; and \$1,500 in groceries donated by Giant Food Stores.

For more information regarding United Way’s 2017 campaign or Day of Caring, visit uwcr.org or call 717.732.0700.

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