



## FOR IMMEDIATE RELEASE

CONTACT: Rae Lynn Cox, M.S., APR  
VP, Communications and Marketing  
Work: 717.724.4058  
Cell: 717.433.0581  
E-mail: [rcox@uwcr.org](mailto:rcox@uwcr.org)

### NEARLY 1,700 VOLUNTEERS UNITE TO ENHANCE THE COMMUNITY AT 26<sup>th</sup> ANNUAL DAY OF CARING

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

HARRISBURG (September 7, 2018) – Nearly 1,700 volunteers are scheduled to help kick off United Way of the Capital Region’s 2018 campaign today by participating in the 26<sup>th</sup> annual Day of Caring. This is the largest Day of Caring event in recent years for United Way of the Capital Region.

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 79 companies will work on 104 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. “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 2018 campaign goal of \$10,040,011 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. “Last year, we launched three new pilot projects to improve access to health care, school readiness and workforce development. We’re proud to see the early impact of this work. At the same time, we continue to support basic needs services and the work of our program partners.”

-more-

Leading the fundraising efforts are Campaign Chair A. Craig Hillemeier, M.D., CEO of Penn State Health and dean of Penn State College, and Vice Chair Phil Guarneschelli, president and CEO of UPMC Pinnacle.

“We are fortunate to have two outstanding leaders in the health care field coming together for United Way,” added Fatzinger. “Craig and Phil are passionate about moving our community forward and believe United Way can help make that happen.”

“I believe in the mission of United Way and the impact that the organization’s new work will have in our region,” said Hillemeier. “As a business leader, I know that it’s important to do all that I can to create a stronger, more 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 five prizes: a 2019 Chevrolet Trax, donated by Sutliff Chevrolet; a \$2,000 gift card from Wolf Furniture; a \$1,500 getaway courtesy of AAA Central Penn; \$1,500 in groceries donated by Giant Food Stores; and a \$1,000 VISA gift card courtesy of HealthSouth Rehabilitation Hospital in Mechanicsburg.

For more information regarding United Way’s 2018 campaign or Day of Caring, visit [uwcr.org](http://uwcr.org) or call 717.732.0700.

###