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NEARLY 1,600 VOLUNTEERS UNITE TO ENHANCE THE COMMUNITY AT 24th ANNUAL DAY OF CARING

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

HARRISBURG (September 9, 2016) – Nearly 1,600 volunteers are scheduled to help kick off United Way of the Capital Region’s 2016 campaign today by participating in the 24th 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 76 companies will work on 121 projects including indoor and outdoor cleanup, painting, landscaping and the installation of smoke alarms in neighborhoods throughout Harrisburg.

“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 2016 campaign goal of \$10.5 million this morning at a breakfast, sponsored by Wegmans, for Day of Caring volunteers.

“Our vision is to improve the quality of life in our community,” said Timothy B. Fatzinger, United Way of the Capital Region president and CEO. “We are working in partnership with the community to make significant strides in the education of local children and the health, income and basic needs of area families. To help support this effort, we’ve recruited Gary D. St. Hilaire, president and CEO of Capital BlueCross, to chair this year’s campaign. Gary is a dedicated leader and champion for our organization and community.”

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“I believe in the mission of United Way and the organization’s impact in the Capital Region,” said St. Hilaire. “It’s an exciting time to part of United Way as we begin our new work to move the needle on the most critical issues facing our community. I’m proud to do my part by serving 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 2017 Chevrolet Sonic, donated by Sutliff Chevrolet; a \$2,000 gift card from Wolf Furniture; a Sweet Retreat Getaway Spa Package, valued at \$1,750, from Hershey Entertainment and Resorts Company; 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 2016 campaign or Day of Caring, visit uwcr.org or call 717.732.0700.

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