

For Release Wednesday, Sept. 3, 2008

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United Way Kicks Off 2008 Campaign

The familiar United Way of Lexington-Rockbridge County (UWLRC) thermometers will spring up around the community next week, marked with an ambitious \$250,000 goal for Lexington and Rockbridge County. Rockbridge County and Lexington residents have been generous in the past. Last year pledges and direct donations from area residents and businesses totaled approximately \$227,000.

Most city and county residents will receive a mailing this week, seeking a pledge or one-time contribution. In addition, a number of area workplaces will conduct their own campaigns this fall, offering employees a chance to contribute through payroll deductions. Business owners and other employers will also be contacted and will be encouraged to consider conducting a workplace campaign.

Individuals who give at least \$500 a year are recognized with membership in the "Generals Club." Ken Ruscio, president of Washington and Lee University, and his wife Kim are honorary chairs of the Generals Club this year.

The organization hopes to raise 100% of its goal by year-end, so that it can fulfill its commitment to its thirteen supported agencies for calendar year 2009:

- ARC of Rockbridge
- Blue Ridge Legal Services.
- Campus Kitchen at W&L
- Meals for Shut-ins
- Rockbridge Area Free Clinic
- Rockbridge Area Occupational Center
- Rockbridge Area Relief Association
- Rockbridge Area Transportation System
- Rockbridge Regional Library
- Stonewall Jackson Area Boy Scout Council
- Talking Book Center
- Valley Program for Aging Services
- Yellow Brick Road Early Learning Center

"When the economy is tough, the need for community services rises," said David Dax, executive director of the United Way of Lexington and Rockbridge County. "The agencies supported by the United Way provide those services and help make our community stronger. We hope that this year's campaign will be our best ever."

All contributions to the UWLRC will be used to support work being done in Rockbridge County and Lexington. Each spring, board and community members interview the organizations requesting United Way funds to ensure that the money is spent wisely and kept in the community.

It is hoped that by the time the thermometers are erected they will show that nearly ten percent of the \$250,000 goal has been reached from early contributors and board member pledges.

Anyone who is interested in sending a pledge or a direct donation should contact David Dax, the Executive Director, at 540-463-4482 or at ddax@unitedwaylexva.org for any information. Contributions should be sent to the United Way of Lexington-Rockbridge County, P.O. Box 1094, Lexington, VA 24450, or online at www.unitedwaylexva.org.