



NEWS RELEASE
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United Way sets 2011 campaign goal of \$5.25 million

Racine, Wisconsin (September 9, 2011) – More than 130 people attended the 2011 United Way Campaign Kickoff on Friday, September 9 at Ruud Lighting at which Christopher Ruud, United Way Community Campaign Chair asked for a five percent increase over the 2010 goal to bring the 2011 campaign to \$5.25 million.

Dave Maurer, United Way President stated, “This is our most ambitious goal yet, but we believe in the giving power of our community.” City of Racine Mayor John Dickert and County Executive James Ladwig challenged each other to see which government body’s employees could raise the most dollars and have the highest percent participation. They both acknowledged the sense of family that can be found throughout Racine County and the important role that United Way plays in helping support residents throughout our community.

Ruud employees held a food drive prior to the event and all Kickoff attendees were asked to bring one of the super six most needed food items as a donation: canned fruit, beef stew, peanut butter, canned meat(s), tuna fish, and canned pasta with meat. More than 1,200 pounds of food were collected and distributed to the Racine County Food Bank.

The 2011 campaign will run through the end of November with more than 300 businesses and 10,000 individuals expected to participate. For more information, contact Tracy Nielsen, Vice President of Marketing and Resource Development, at 262-898-2249 or tnielsen@unitedwayracine.org.

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