

FOR IMMEDIATE RELEASE

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United Way Pacesetters Start Early

It's never too early to do a good deed. That's the philosophy of the local businesses that volunteer to run United Way Pacesetter campaigns.

Each year, a handful of local companies work with United Way to start campaigns early, finish early, and be the first to report results to the community. Moving into gear even before the general campaign kicks-off on United Way's Annual Day of Caring; these employee campaigns start the momentum to reach the community goal.

United Way Pacesetter Chair, Neal Terrell, explains, "We ask our Pacesetters to set a challenging employee goal, building on previous years' successes, and to make a strong corporate commitment – and they never disappoint us."

Pacesetters are vital to the success of the campaign. First of all, by having a Pacesetter campaign it enables United Way of Marshall County to stretch the campaign another month but to do so on the front end. United Way's goal is to complete all area campaigns by November 15 to avoid raising money during the holidays.

This year's campaign is focusing on the slogan, "Be the Difference." The goal for this year is \$710,000.

Thank you Pacesetters raising 38.9 percent of the 2011 Campaign goal. You really were the difference.

Area companies participating as Pacesetters are:

Alberville City Schools	Paragon Picture Gallery
Arab City Schools	Parker-Hannifin
BancorpSouth	Peoples Independent Bank
Boaz City Schools	Progress Rail
Citizens Bank & Trust	Propac
Ferguson Fire	Regions
First Bank of Boaz	Snead State College
Guntersville City Schools	Superior Bank
Marshall County Schools	Syncro Corporation
MDA Professional Group	United Way Partner Agencies

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