



NEWS RELEASE

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Contact: Ashlyn Brammeier
(618)218-8438
abramme@siue.edu

2012 Campaign

EDWARDSVILLE, Ill.- The United Way of Greater St. Louis is nearing the end of its 2012 campaign and is currently at the halfway mark for reaching its \$72 million goal.

Due to the rising need of United Way agencies, this year's goal is \$72 million. The Campaign, which began Sept. 4 and goes until early November, has a goal that is \$1 million more than last year.

Greg Boyce, chairman and CEO of Peabody Energy and the 2012 United Way campaign chair, stressed the importance of giving the final weeks of the fundraising campaign in order to generate resources to help people in need.

"Last year, more than 200,000 people and 2,500 businesses donated to United Way, raising more than \$71.02 million, the most ever raised, and surpassing the \$71 million goal," said Boyce. "We're currently at \$37.6 million, and I'm confident the St. Louis community will meet or exceed this year's \$72 million goal."

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United Way of Greater St. Louis helps in many ways people do not even realize. People in your children schools, people that go to your church, people all around you are helped by United Way. From supporting Girl and Boy Scout programs to helping fund Red Cross training, United Way of Greater St. Louis is there.

“I took a CPR course through the Red Cross to be a lifeguard, and I had no idea that the Red Cross is a United Way funded agency,” said Kyla Kirby, lifeguard at SIUE wellness center,” I had no idea it was so important to give until now.”

With support through individual and corporate donations, United Way can help 1 in 3 people through more than 170 locally funded agencies.

The money raised from the campaign will stay in the 16 counties United Way of Greater St. Louis serves. These include the city of St. Louis, St. Louis County, the counties of St. Charles, Jefferson, Franklin, Warren, and Lincoln in Missouri; and the counties of Calhoun, Greene, Macoupin, Jersey, Madison, Clinton, St. Clair, Monroe and Randolph in Illinois.

To make a donation or get involved, call United Way of Greater St. Louis at (618) 251-0072.

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