

## **Lori Kelley Chosen to Lead Local United Way Campaign** **Campaign will build awareness of the United Way of Washington County – East, formerly** **the St. Croix Area United Way**

July 27, 2007 - *Stillwater, Minnesota* - Lori Kelley, procurement manager for Andersen Corporation, is the 2007 campaign chair for the United Way of Washington County - East. Kelley has served on the organization's Board of Directors for more than nine years, and has donated countless hours of volunteer time. She and her husband Tim live in Stillwater with their two children.

Kelley is pleased to lead this year's fundraising efforts. "My husband was raised here in Stillwater. I moved here when we got married and love the community. It's a great place to raise a family. And thanks to the work of our local United Way and the agencies it funds, I am certain that our community will continue to be a great place to live for years to come."

The United Way and its 32 partnering agencies have seen a dramatic increase in the need for assistance in our community. Every agency they support has seen a significant rise in client case levels. To help meet the demand, the United Way's board of directors, along with other campaign volunteers, has set a goal of \$2,000,000.

"As residents, we need to acknowledge that there is significant need in this community," Kelly continues. "While agencies are doing their best to serve these increasing needs, we still have a long way to go to meet the true need."

The organization is grateful to Cities 97's Lee Valsvik for serving as celebrity chair. Valsvik will encourage companies and individuals to give where they live and designate their donation to their local United Way - the United Way of Washington County – East.

This year's campaign will again feature the "Share at Home, Give for Good" homefronts. These home-shaped wooden signs will begin appearing throughout the area beginning August 25. Businesses have the opportunity to sponsor a "home front" through a \$500 sponsorship, demonstrating their commitment to the community and its residents.

The United Way of Washington County – East is the new name for the St. Croix Area United Way. The organization was founded in 1949 as the Washington County Community Chest. In the years since, its supporters and donors have provided tens of millions of dollars to area agencies, helping develop such well-respected organizations as FamilyMeans, Courage St. Croix and Tubman Family Alliance.

The organization is also the regional sponsor of the United Way of Polk County, which serves the residents of Polk County, Wisconsin.

**For more information about the United Way of Washington County – East, please visit its web site: [www.uwwce.org](http://www.uwwce.org) or call 651-439-3838.**

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