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United Way of Milford Kicks-off Annual Campaign!

Milford, CT – It's that time of year. The leaves are turning, the temperature is dropping and United Way begins their annual Community Impact campaign. The ever-popular kick-off event, which raised over \$3,000, was held last Thursday, October 4, 2007 at Daniel Street featuring Local Celebrity Servers including Bob Macklin and Kim Freda from The Milford Bank, Jim Wayne from Wayne Tire, Valerie DiCarlo from Schick, Christine Shaw from Coldwell Banker, Alan Lynn from Milford Hospital, Lou LaVecchia from The Milford Fire Department, Darryl Arnette from BIC Corporation and Alison Maddern & Linda Tucker from Subway. Entertainment was provided by the Rum Runners. A short kick-off presentation was conducted by Gary Johnson, President/CEO, Kim Freda, UWM Board of Directors Chair and Barry Kasdan, Campaign Chairperson with the help of numerous cabinet members and community leaders announcing the campaign goal of \$1,111,111.11.

Barry Kasdan, President and CEO of Bridges, has accepted the appointment of General Chairman for the 2007-2008 Campaign and has been busy assembling a strong campaign cabinet. "I have been reflecting on my career that dates back to 1969 and all of the agencies with which I have been associated have been funded by and relied on United Way. I believe in United Way. I accept the chairmanship as a challenge as well as an obligation", said Kasdan. "As much as it is an honor to be heading this year's campaign, I also see this as being a team effort. Many agencies, including Bridges, depend upon United Way for support", he continued. In addition to the 10 member campaign cabinet, there are several other volunteers who help with the annual campaign including many Leaders on Loan from local businesses. "I'm so pleased

with the team that Barry has assembled for this year. His enthusiasm and leadership skills as well as that of our entire team will help us meet and surpass our campaign goal”, said Gary Johnson, United Way of Milford, President/CEO.

United Way has already held a few fundraising events over the last couple of months to help offset the campaign. In July, Shop-Rite kicked off its first annual United Way awareness month, raising over \$6,600. This month-long campaign at the Cherry Street supermarket where customers were asked to donate to United Way at the checkout, kicked off with cookouts in front of the store with all proceeds going to the social service community organization. The food and staff were provided by Harry Garafalo, owner of the Shop-Rite in Milford.

In September, United Way held a Golf Tournament at Orange Hills Country Club. A fun time was had by about 100 golfers and was preceded by a dinner at Stonebridge restaurant compliments of Rich Conine. The 6th annual event raised over \$25,000 thanks to many generous sponsors.

Some area businesses have already started their employee campaigns including Schick with a \$150,000 commitment from their parent company Energizer. BIC Corporation and Milford Hospital will be holding their campaigns in the following weeks.

“We are well on our way and hope that this year’s campaign is a huge success”, said Johnson. So as you are driving through downtown Milford, and notice the billboard signs that line Broad Street, remember that your contribution to United Way is an investment in your community.

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***United Way is dedicated to what matters™ in this community:
Strengthening Families, Nurturing Children and Meeting Critical Needs.
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