



NEWS RELEASE

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United Way-VFC Taken Over by Pirates



Ray Salazar, UW President; Soraya Vanderbeek and Gigi Hart, Asst. Campaign; Rick Fraser, Campaign Chair; Elizabeth Brookman, Asst Campaign, and Lori Grant Director of Campaign.

Daytona Beach, FL - Rick Fraser, President of the Center for Business Excellence and United Way's Campaign Chair announced to the crowd of 250 people at the Plaza resort and Spa that the campaign team had been captured by Pirates, and persuaded to join the crew in order to look for treasures to help take care of the community.

That was the opening statement for the **2007 Campaign Kick Off and Day of Caring** event this past September 5th. The event also served to mark the beginning of the campaign for Volusia County Schools, represented by 95 attendees that were inspired by words of Dr. Margaret Smith "We know all too well that not all of our students

have access to the treasures that many of us enjoy..." We, alone, can not solve all of the problems our students and their families face, but we can educate ourselves about the resources available within our community and, most importantly, we can help to support those resources."

The event continued with the allocution of Linda Mahran, representative of ITT, one of the companies that adopted one of the projects for the day of caring. They decided to carry on their project before the official day in order to serve as pacesetters for fellow organizations. "This past Labor Day weekend ITT volunteers went out and sought their treasure" said Mahran, and continued "The treasure was not only in sealing a driveway. We all gained a better understanding of the important service the Pace Center provides to our community."

The event concluded with the announcement of the total raised by pacesetter companies: \$607,000 and Fraser's exhortation that "everyone be *on board* for the best Campaign EVER and to have *all hands on deck* for our Day of Caring projects!! We are getting ready to go on a journey over the next few months that will lead us to many of our communities' treasures"

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United Way of Volusia and Flagler Counties improves lives by mobilizing the caring power of communities. It does this by energizing and inspiring people to make a difference. For more information, visit www.unitedway-vfc.org.

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