

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Raising a Thermometer to Raise Awareness

MESA, Arizona, October 28, 2009—In the age of Social Networking some may think that hanging a huge campaign thermometer downtown is old school. But trends across the country show that Americans long for the days of old.

Mesa United Way Co-Campaign Chairs Sally Downey, Ph.D., of East Valley Institute of Technology and Chas Wirken of Gust Rosenfeld, PLC decided to “go back to basics” with this year’s campaign. They decided to go back to the times when United Way would hang a thermometer showing campaign progress. “On one hand we have the social networking sites to update everyone on the campaign,” says Linda Haskell, Mesa United Ways Director of Resources, “but we also felt the need to keep those that aren’t on the internet informed of our progress.”

“United Way is a great organization to support, and it benefits so many people in our Community,” states Carol McCormack, Mesa United Way President. “We thank the many outstanding companies and their employees who have gone out of their way to run a campaign. Plus many of our Mesa residents have offered their support through a donation. We are so grateful because those dollars go right back into making Mesa a better place to live,” says McCormack. “We are hoping businesses that have not run a campaign before or recently, will run a campaign this year.”

Mesa United Way hopes to inspire interest in the campaign with the goal thermometer. Especially since it is placed downtown in the heart of Mesa. The United Way Campaign Thermometer can be seen on the southwest corner of the Mesa City Plaza Building located at 20 E. Main Street in downtown Mesa.

For details on how you can become involved in a workplace campaign or information about other ways to give, please call Linda Haskell at 480-969-8601.



About Mesa United Way

Mesa United Way addresses our community’s most critical issues through our Community Care Fund. We partner with businesses, government, and nonprofit organizations to advance the common good and carry out our call-to-action to LIVE UNITED by encouraging everyone to Give, Advocate, and Volunteer. Mesa United Way is an independent organization serving the City of Mesa in Maricopa County, Arizona. Join the movement. LIVE UNITED. For information about the Community Care Fund, visit www.mesaunitedway.org or call (480) 969-8601.

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