



LIVE UNITED

<HOLD FOR RELEASE UNTIL APRIL 12>

East Alabama Medical Center to Host United Way Campaign Kickoff Breakfast

AUBURN, Ala., April 12, 2017 – As a way to kickoff United Way’s new campaign, East Alabama Medical Center’s Health Resource Center is hosting a breakfast on Monday, May 1 at 7:30 a.m.

With an exciting theme of “Welcome to the Big Top – Every hour, Every Day, United Way,” this breakfast is sure to bring excitement to United Way’s fundraising campaign.

United Way of Lee County is an organization dedicated to helping members of the community when life gets hard. Life is not always a fun-and-games circus atmosphere. When it is not, United Way is there to help.

“With the circus theme, we were really thinking about the struggles that our clients have. They are usually trying to balance this fine line between falling into poverty and actual survival, and that is usually about the time our agencies are able to step in and help them,” Emilie Whatley, United Way’s campaign manager said.

The breakfast will be for volunteers, representatives and community leaders as a way to bring attention, recognize key volunteers and motivate the community.

To date, United Way has raised over \$257,000 – 27.9 percent of the fundraising goal. This event will bring even more awareness to the causes United Way is passionate about which will in turn help to raise more money.

“I think we have a great story to tell. We live in a great community, we have resources, and we should be able to raise the money we need,” Terry Andrus, president and CEO of East Alabama Medical Center, said.

In efforts to build a stronger community, United Way is passionate about their campaign and wants to let the community be aware of the incredible opportunity the kickoff breakfast will bring them.

For more information on giving, advocating or volunteering, call 334-745-5540 or visit www.unitedwayofleecounty.com.

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