

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

United Way of Florence County Selects 2011-2012 Campaign Chair

Florence, SC, 5/31/2011 – The United Way of Florence County is happy to announce that Lisa Peterson of Honda of South Carolina Mfg., Inc. has accepted the position of 2011-2012 Campaign Chair.

Over the years, this prominent position has been held by local community leaders to include Mayor Lovith Anderson of Lake City, Jim O’Loughlin, CEO of Carolinas Health System and Councilman Frank “Buddy” Brand of the Florence City Council. “I am proud to be a part of such an outstanding legacy,” says Peterson. “The United Way provides critical support for health and human service programs in our community and I look forward to leading this year’s effort.”

The Campaign Chair is an internationally recognized component of the United Way model. The person in this role takes on the responsibility for guiding the fundraising and awareness efforts of the local United Way for that year. For the past 10 years, the Campaign Chairs of the United Way of Florence County have helped raised over \$1 million annually to benefit 19 local agencies as well as the initiatives of the United Way of Florence County.

Peterson, a South Carolina resident for the past 10 years, wants to expand the image of the United Way of Florence County in this year’s campaign. “People need to know that United Way does more than just raise money,” says Peterson. “It is a community contributor, an agency that continually looks for opportunities to add value and service to the county that we serve.” A supporter of the United Way since her college years at Marian College where she earned a degree in Human Resources, Peterson will apply her experience to develop a campaign that not only influences donors, but also creates community involvement.

The United Way of Florence County has been a cornerstone of the social service sector in Florence County for over 50 years, providing and supporting programs and services that work to improve the quality of life in our community. For more information about the United Way of Florence County and how you can help, please visit our website at www.uwflorence.org.

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