



**United Way  
of Rock River Valley**

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News Release  
For Immediate Release  
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## **Local Health Systems United Way Competition Comes to an End**

**(Rockford, IL – 12/8/09)** – Rockford Health System and SwedishAmerican Health System today announced the winner in the unique competition they declared back in October aimed at helping the United Way of Rock River Valley achieve its fundraising goal.

Each Health System made a commitment to increase participation in their workplace campaign and they were both very successful in their efforts to give back to the community. SwedishAmerican came in the lead with a participation rate of 40.8% and Rockford followed close behind with 31.7%. Each campaign increased their participation rate from last year's campaign by more than 15%.

Rockford Health System will stay committed to the deal made at the beginning of the competition. Management will wear purple T-shirts that represent SwedishAmerican's colors for a day at the office.

"Today the winner is the community," said Paul Logli, United Way President and CEO. "Each Health System jumped on board and made a great effort to increase participation. With more awareness and resources, we can help more people in the community."

United Way provides funding for nearly 100 programs and services at 48 agencies that serve a cross-section of the community, from homeless and hungry to the developmentally disabled. With the current economic challenges and gaps in state funding, United Way's financial contribution to these agencies is even more crucial to continuing services and programs.

Donations can also be made online at [www.unitedwayrrv.org](http://www.unitedwayrrv.org)

### **About United Way of Rock River Valley**

The mission of United Way of Rock River Valley is to improve lives and strengthen communities in the Rock River Valley by mobilizing and focusing the caring power of our residents. For more information, go to [www.unitedwayrrv.org](http://www.unitedwayrrv.org) or call 815- 968-5400.

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