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## **UNITED WAY KICKS OFF NEW CAMPAIGN**

**ROCKFORD, IL (September 4, 2008)**—United Way of Rock River Valley held its **2008 Community Wide Kick-Off** today during a luncheon at Giovanni’s Restaurant. Community leaders and members were in attendance to offer their support to United Way’s new campaign year.

Michael Call, President and CEO of United Way of Rock River Valley, began the Kickoff by welcoming recognizing the achievements of the 2007 campaign.

“Coming off of a very successful campaign last year, United Way will continue to focus on providing resources to the community to meet its specific needs,” stated Call.

Campaign Chairman Scott Hall, President of Greenlee/A Textron Company, introduced “LIVE UNITED”, reflecting the organization’s efforts to promote community involvement and volunteerism as a way of life. The luncheon also featured a new campaign video highlighting the LIVE UNITED message.

“The ultimate goal of the campaign is to improve the lives of those living in our community,” said Hall. “From a united front, we can focus on preventing problems and creating more opportunities for our community’s future.”

Kenn Allen, President and founder of Civil Society Consulting Group LLC, was the keynote speaker. Allen has provided his strategic planning, consulting and training services to a variety of organizations, including various United Ways, in the United States and abroad. Allen’s message focused on how communities can come together to create a positive impact for their local citizens.

Entertainment during the luncheon was provided by Dean Moriarty Jazz Band.

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

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

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