



United Way  
of Broome County

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**For release at 3 p.m.**  
October 20, 2009

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### **United Way of Broome County Campaign Reaches 42% of \$3.85 Million Goal**

(Binghamton, NY)—As the 2009 Campaign of United Way of Broome County enters its second month, the annual fund drive has reached the 42 percent mark on the way toward its goal of \$3.85 million.

Alan Hertel, executive director of United Way of Broome County, announced today that pledges totaling \$1,614,328 has been received thus far in this year's Campaign, which is 42 percent of the goal. The announcement was made at the luncheon meeting of the Binghamton Rotary Club #64, held today [Tuesday, October 20] at Terra Cotta. The Campaign is scheduled to end on Friday, November 13.

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“Traditionally, many Campaign progress reports do not arrive until late in the Campaign,” said Hertel, “and information has been slow coming in this year, but we are all pushing to meet the goal.”

The funds raised in previous United Way campaigns assisted more than 100 health and human service programs at United Way’s 29 local partner agencies. More than 179,000 times last year, individuals in our community benefited from the programs of these agencies. This is thousands more local people than were served by any other charitable fund raising effort conducted in Broome County. United Way continues to be the best way to help the most people in our community.

The funds raised in this year’s Campaign will benefit these local partner agency programs, plus services and grant recipients during 2010.

Five donors to United Way’s 2009 Campaign will win one of these incentive prizes: four Maytag kitchen appliances with a value of about \$3,000 from Olum’s; a \$1,500 Valero gasoline gift card from Manley’s Mighty Marts; and three \$1,000 grocery gift cards donated by Wegmans.

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