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NEWS FOR IMMEDIATE RELEASE

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United Way of Wayne County Names Honorary Campaign Chair

Newark, N.Y. February, 2019 - The United Way is about people helping people and making a positive impact across the entire community. The annual campaign does just that: coordinates a collective effort of many to do the most good for the local community. Each year, through individual, corporate donations and workplace giving programs, the annual United Way campaign raises funds to support local programs that are working to make our community better.

To help achieve this goal, and to emphasize the role volunteer leaders play in the success of the campaign and the United Way mission, United Way of Wayne County has named **Luke DeFisher** as Honorary Campaign Chair. Luke is the assistant cider maker for Rootstock Ciderworks in Williamson, N.Y. He is the fifth generation in his family business, DeFisher Fruit Farms.

Luke is looking forward to doing whatever he can to bring awareness about the campaign and encourage others to join him in supporting the United Way. "As a resident of Wayne County, local business owner and board member, I know that United Way provides an abundance of resources to many families and individuals because they address such critical needs in our community. It is an honor to stand alongside them in their ongoing efforts to help make our communities healthier. I am excited for the launch of the 2019 campaign," said DeFisher.

When you give to **United Way of Wayne County Community Fund** your donation stays local. You are providing services year around to 23 local, high-quality, results-oriented programs helping your neighbors to:

- Increase healthy behaviors to improve the quality of life for toddlers, elders and everyone in between.
- Get the resources they need to succeed in school, work and life.
- Receive emergency and basic needs support to navigate a crisis.
- Have support to improve their physical, mental and emotional well-being so they can remain independent.

This year the United Way Spring Campaign will run from March to May. You have an opportunity to support United Way's Community Fund through your workplace, mailing in your donation or by giving on line at www.uwaynecounty.org.

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United Way of Wayne County is a volunteer driven organization that unites the good will and resources of the Wayne County community so everyone can thrive.