



NEWS RELEASE

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ALL ON BOARD WITH UNITED WAY!!!

Daytona Beach, FL –United Way of Volusia and Flagler (UWVFC) Counties officially kicked off the 2007 United Way Pacesetter Campaign during its Annual Meeting this Monday July 30th, with a gathering at Embry Riddle Aeronautical University who sponsored the event. The Pacesetter Campaign held annually in late summer, is being chaired this year by Rick Frasier, a United Way volunteer and president of The Center for Business Excellence. During this pre-campaign effort, UWVFC asks members of the local corporate and nonprofit community to create momentum for the general fundraising campaign by serving as "Pacesetters." The Pacesetter campaign is conducted and completed before the annual campaign kickoff in September 5th. The Pacesetters' leadership and successful results encourages others in the business community to step up to the plate and increase their United Way giving.

A surprising intervention of a Pirate surrounded by music and special effects announced the theme of this year's Campaign: "All on Board with United Way." Around this tag line UWVFC's campaign team is designing a whole strategy of events inspired on pirates, to invite the community to embark on a quest for the treasures in our communities to enrich with services the lives of those in need.

At the event, the new Chair of the Board of Directors, Tom Dargan, President of Floridian Bank, announced the new members of the Board and Circuit Judge Joseph Will administered the oath of office to the new members and officers.

The pacesetter organizations are:

Embry Riddle Aeronautical University
Bennet Woodward & Associates
Center for Business Excellence
City of Deltona
City of Ormond Beach
Consolidated Tomoka
Cypress Coquina Bank
Daytona Beach News Journal

Floridian Bank
Frontier Communications
Hilton Daytona Beach Ocean Front Resort
International Speedway Corporation
Mainstreet Grill, DeLand
Ocean Waters Management
Riverside Bank
Root Organization
United Way's 45 Partner Agencies

About UW-VFC

As the largest non-government health and human services fund provider, United Way of Volusia and Flagler Counties has been bringing together people and resources to improve lives within our community for 66 years. For more information log on to www.unitedway-vfc.org.

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