

# NEWS RELEASE

For immediate release

United Way  
of Fort Smith Area



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## **PACESETTER OF THE YEAR AWARD ANNOUNCED AT CAMPAIGN KICK-OFF**

September 8, 2010, FORT SMITH - United Way of Fort Smith Area kicked off its 2011 Campaign with a celebration luncheon at Golden Living in Fort Smith. A large crowd attended the event including community leaders, United Way's leadership, volunteers and agency representatives. United Way Board Chairman, Sam T. Sicard from First National Bank of Fort Smith, gave the welcome and introduction of our 2011 Campaign Chairperson, Sister Judith Marie Keith.

Sister Judith addressed the crowd noting “ **In one way or another, most of us have been touched by a United Way agency...friend, fellow employee, relative. People helping people, neighbor helping neighbor, that IS Fort Smith Arkansas... this is the United Way**”.


**Kraft/Planters and Rheem Manufacturing Corporation** were named the 2011 Pacesetter's of the Year. Points were given if the company met the specified criteria. Pacesetters run their campaign during the month of August to help jumpstart the United Way fund drive. Historically, Pacesetters raise nearly half of the entire campaign total. Our Pacesetter total to date is \$1,057,004.20 !!

The goal of the campaign is to continue meeting the needs of the community. In 2010, the campaign raised \$2.2 million dollars, all of which was reinvested back into the community. The goal for the 2011 campaign is 2.3 million. If you would like to hold a workplace campaign and help us in our efforts, please call Dee Long or Mitzy Little at 479 782 1311.

Pacesetter companies are: ABF Freight System, Inc.; ABF Terminal; Arkansas Best Corporation; ATU-Ozark Campus; Arvest Bank; AT&T; Baldor Electric Company; BancorpSouth Bank; Benefit Bank; Brown Hiller Clark; Citizens Bank & Trust; Data-Tronics; Experian ; Farmers Bank; First National Bank of Fort Smith; Golden Living; Greenwood Public Schools; Hanna Oil & Gas; Kraft/Planters; Liberty Bank of Arkansas; National Bank of Sallisaw; OK Industries; Oklahoma Gas & Electric, Rheem Manufacturing Corporation; Rockline Industries; Ron Calhoun & Associates ; Simmons First National Bank; Trane Custom/Aire Systems; UPS-Fort Smith; UPS – Sallisaw, USA Truck and Whirlpool Corporation..

United Way of Fort Smith Area serves Crawford, Franklin, Logan and Sebastian counties in Arkansas and LeFlore and Sequoyah counties in Oklahoma. Its mission is to improve lives by connecting people and resources in its six-county area.

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