

FOR IMMEDIATE RELEASE
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United Way of the Tanana Valley Announces Record Fundraising Campaign

Fairbanks, Alaska (AK) – With the 2010 annual campaign officially closed, the United Way of the Tanana Valley exceeded \$1.4 million, the most dollars ever raised in the organization's 55 year history.

United Way of the Tanana Valley began the 2010 fundraising campaign with a successful kick-off last September with Campaign Co-Chairs Forrest Karr, University of Alaska Fairbanks and Sabrina Binkley, Riverboat Discovery and El Dorado Gold Mine at the helm. Campaign Leaders announced a fundraising goal of \$1,400,000, a significant increase over the previous year's campaign of \$1,262,000 and recognized current economic pressures but hoped for the generosity of the community. They were not disappointed.

Workplace campaigns in small and large businesses, special events, silent auctions, pie sales, individual and corporate giving and leadership gifts all were a factor in the success of this year's annual campaign.

Forrest Karr recognized the importance of the campaign and United Way's relationship with and commitment to local residents "I considered it a privilege to work on behalf of the United Way's 22 member agencies," Karr said. "It is gratifying to think that this year's campaign will in some way make a difference for people in our community."

Sabrina Binkley echoed Forrest's sentiments and added, "it was so rewarding to learn about the generosity of so many who have given over the years, and meet those who were giving for the first time... who had been touched by a story of a friend or a need of their own. We are so fortunate to live in a place where the good work of some benefits so many."

United Way of the Tanana Valley is a non-profit organization that improves people's lives by advancing the common good as it addresses both critical needs today and future solutions for tomorrow. Through its Community Care Fund, it allocates resources to 22 member agencies that ensure Tanana Valley residents have the building blocks of education, income and health for a better life.

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