

# MEDIA ALERT

July 7, 2016

- **Contact:**
- Lucas Stall
- *Marketing & Communications Specialist*
- 419-254-4652 office
- 765-977-3712 mobile
- lucas.stall@unitedwaytoledo.org

**LIVE UNITED**



United Way  
of Greater Toledo

*Serving Lucas, Wood,  
and Ottawa Counties*

## United Way of Greater Toledo to Fill Backpacks for Students in Need at “Kick-Off to Caring” Event

**WHAT:** In Toledo, more than 70 percent of students show up physically, emotionally and academically unprepared for kindergarten. In addition to this, 64.8 percent of students within Toledo Public Schools qualify for free and reduced lunch.

Given these staggering economic circumstances, for the first time ever, United Way is combining its Campaign Kick-Off and Days of Caring events to fill over 3,000 backpacks with essential school supplies, in an effort to foster classroom success for students in need.

**WHO:** Karen Mathison, president & CEO, United Way of Greater  
Bill McDonnell, PNC regional president  
More than 1,000 community volunteers  
Numerous local companies and businesses  
United Way of Greater Toledo Staff

**WHEN:** Thursday, July 21, 8:00-9:30 a.m.

**WHERE:** Huntington Center in Downtown Toledo, 500 Jefferson Ave.

**SPONSORS:** PNC, Owens Corning, Owens-Illinois

**Great Material for an In-Studio Morning/Afternoon Show  
Appearance, Prior to Event!**