

Media Inquiries: Melanie McLaurin
Director of Marketing and Community Engagement
melanie.mclaurin@uwguc.org
908.353.7171, ext. 104

FOR IMMEDIATE RELEASE

**UNITED WAY OF GREATER UNION COUNTY LAUNCHES
LATEST PROMOTIONAL VIDEO**

JANUARY 2017 – ELIZABETH, NJ -- United Way of Greater Union County (UWGUC), a non-profit organization that aims to provide health and human service resources for residents throughout Union County, North and South Plainfield, launches its latest video entitled, *“We Are United Way of Greater Union County”*.

Released digitally in January 2017, the video offers viewers a brief, but telling and compelling opportunity to learn about UWGUC, the communities it serves and its collective impact. *“We want viewers to know that as a health and human services organization, we are committed to addressing barriers and finding sustainable lasting solutions so that everyone has an opportunity to achieve their highest potential”*, said James Horne, Jr., President and CEO of United Way of Greater Union County.

The three minute video, which features Horne; Alison Yablonowitz, UWGUC Board Chairperson; Juanita Vargas, Vice President at United Way of Greater Union County and community partner, Stacy Grant, emphasizes UWGUC’s presence, why organizations like UWGUC are vital and asks viewers to get involved.

In Union County, one and every four families live below federally defined poverty levels and cannot meet every day basic needs. Through funding programs and services in Union County, such as its Family Success Centers, UWGUC helps provide children and families with access to resources that seeks to help lift families out of poverty. As Vice President Vargas explains during the video, *“...by helping one single mother get training and become a certified nurses aide, we’re really talking about the impact that one person has on their children, parents, siblings and families and really being able to bring whole families out of poverty.*

Viewers can find the *“We Are United Way of Greater Union County”* video online at www.uwguc.org/vision-and-mission or on the organization’s YouTube channel at www.youtube.com/UWGUC1.

About James W. Horne, Jr.

President and CEO of United Way of Greater Union County (UWGUC) since 2005, James has created an extraordinary track record for developing strong community partnerships, increasing organizational efficiencies, building and retaining board members and financial competence. He has maintained the delicate balance of dedication to mission, the need for bold entrepreneurial initiatives, and the application of sound business management needed to run a successful nonprofit organization. **For media inquires and press coverage, reporters and news outlets are asked to contact Melanie McLaurin, Director of Marketing at 908.353.7171, ext. 104 or email her at melanie.mclaurin@uwguc.org.**

- over -

33 West Grand Street
Elizabeth NJ, 07202
Phone 908-353-7171
Fax 908-353-6310
www.uwguc.org



About United Way of Greater Union County

United Way of Greater Union County is now in its 96th year of providing critical resources to children and families in need throughout Greater Union County, North Plainfield and South Plainfield. Today, United Way of Greater Union County is a pre-eminent community based leader, partner and investment choice in these communities.

More information on United Way of Greater Union County's work in the community is found online at www.uwguc.org.

#####

STRONGER FAMILIES=STRONGER COMMUNITIES

1/5/2017

Backgrounder

Who We Are

United Way of Greater Union County is now in its 96th year of providing critical resources to children and families in need throughout Greater Union County, North Plainfield and South Plainfield. Today, United Way of Greater Union County is a pre-eminent community based leader, partner and investment choice in these communities.

United Way of Greater Union County identifies critical health and human service issues, strategically address barriers to improve upon the condition in the community and, fund programs and services that address these issues. Our areas of focus is education, income stability and health. UWGUC believes that **Stronger Families = Stronger Communities** and are committed to helping to provide children and families with the resources that will help them achieve their highest potential.

Our Mission

Our mission is to improve lives and build strong communities by uniting individuals and organizations with the will, passion, expertise, and resources needed to solve problems.

Our Vision

United Way of Greater Union envisions a community where all children and families achieve their potential through education, income stability, and healthy lives:

- Where all children receive a quality education that offers a pathway to a brighter tomorrow
- Where the cycle of poverty and financial dependence ends and more productive lives begin
- Where all children and families have access to affordable health services and healthy activities that improves their quality of life
- Where all families basic needs of food, shelter, health and safety needs are met

Our Impact

One of the primary roles of United Way of Greater Union County is to monitor the conditions of our communities, determine emerging social needs and to address those needs with as much impact as possible. It is critically important for us to identify issues that emerge as a result of families living in poverty.

United Way of Greater Union County focuses on creating sustainable change in communities in Union County, Plainfield, and North and South Plainfield. By bringing people and organizations together around innovative solutions, we impact lives every day.

Please visit our website at www.uwguc.org to read about our family strengthening and collective impact programs.

STRONGER FAMILIES=STRONGER COMMUNITIES