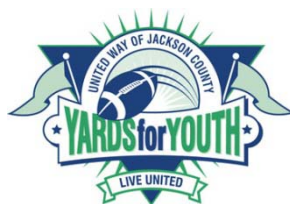


PRESS RELEASE

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FOR IMMEDIATE RELEASE:

UNITED WAY TEAMS WITH SCHOOLS FOR “YARDS FOR YOUTH”

Pledges and donations to help local schools, UWJC youth programs

JACKSON, Michigan (September 18, 2008). The United Way of Jackson County has teamed up with seven local school districts in a fundraising effort to support local school needs and United Way youth services. Called “Yards for Youth”, the fundraiser asks school kids and families to pledge for each offensive yard their varsity team gains during the 2008 season. Proceeds will be divided between the schools and United Way youth programs.

“I think it’s a great partnership,” said Jackson High Athletic Director Russell Davis. “I can’t wait for our kids to get involved in supporting our school and helping out our community.” Other schools that are signed up for the program include Northwest, Western, East Jackson, Michigan Center, Grass Lake and Hanover Horton.

Each school decides what area of need they’d like to target with the “Yards for Youth” fundraising. At East Jackson, for example, the football team will use the proceeds to help pay defray the team’s expenses. At Northwest, the student government will run the program and use the proceeds.

“We have several areas that we’d like to support,” said Marnie Hade, faculty advisor for the Northwest student government. “But what I like best is the fact that we get kids involved in helping the school and the community. It fits in so well with what we’re trying to teach kids about getting involved and making a difference.”

Students from each participating school will join representatives from the Jackson Citizens for Economic Growth Youth Task force in deciding how the United Way portion of the proceeds should be used.

Parents, family members, alumni and other interested supporters can make a pledge or donation for their favorite school or schools by going online to the United Way website, uwjackson.org, and clicking on the “Yards for Youth” logo.

For further information about “Yards for Youth”, please contact Dea Talmage at the United Way of Jackson County, 796-5119.

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The United Way supports Jackson County residents through a combination of nearly 50 different programs and community collaborations. More than 30 local human service organizations partner with the United Way to target six prioritized needs in Jackson County:

- Growing families safe and sound,
- Overcoming hardships and forging pathways to self-sufficiency,
- Fostering health & well-being physically, mentally and emotionally,
- Supporting success in school and preparedness for life,
- Promoting a safer community, and
- Building a coordinated service delivery system.

For further information on United Way programs and services call the Jackson County United Way office at 784-0511, or visit their website, www.uwjackson.org.