

UNITED WAY NEWS

FOR IMMEDIATE RELEASE



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UNITED WAY OF GREATER HOUSTON ANNUAL CAMPAIGN OFF TO AN ENERGETIC START

More than a 1000 Volunteers Promote Improving Quality of Life for All in our Area

HOUSTON (Sept. 09, 2011) – 1,200 energized Houstonians representing approximately 100 local companies came together for breakfast at Minute Maid Park in a show of support for the United Way of Greater Houston. The event marked the start of the United Way's 2011-2012 annual campaign which featured remarks from Houston businessman and long-time United Way supporter, this year's Campaign Chairman, Rich Kruger, president of ExxonMobil Production Company who announced this year's campaign goal of \$77 million dollars. Kruger told the volunteers that in our community people count on the United Way and said all of us who are able to give more should do so and we should ask our colleagues to step up as well.

"Every step we take, every extra bit we give, every additional person we encourage to join us means more lives we can change," said Kruger. "United Way's impact in this community is tremendous, as is the work ahead of us. But I know that we here today have in us this ability, the compassion, and the courage to do something extraordinary for our neighbors."

Inspired by real-life accounts of local families whose lives have been positively impacted by United Way each attendee received a bookmark with inspirational messages from one of the many people who say the United Way has made a difference in their lives. They also watched a powerful video highlighting some of the faces of the United Way that will air on TV stations throughout the campaign this year.

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Noting that each of the 1,200 supporters play an integral role in United Way's work, **Anna Babin**, President and CEO, United Way of Greater Houston, thanked them for helping the United Way make the future brighter for so many people. She said "Think about it. What we do now determines the future and the United Way was there for those families because you're here for United Way."

The well-attended rally was hosted by United Way's Caring Champions: Spectra Energy, ConocoPhillips, ExxonMobil, Anadarko Petroleum Corporation, Bank of America, CenterPoint Energy, FMC Technologies, Williams.

The kickoff also marked the beginning of the 20th annual United Way Days of Caring, in which 7,000 employees from dozens of companies volunteer to complete approximately 500 service projects in the Houston area over the coming months, giving them a firsthand look at the greatest needs in our community and how United Way of Greater Houston is working to meet those needs. Beginning next week, Days of Caring service projects will range from renovating playgrounds and classrooms to painting seniors' homes and stocking can goods in food pantries.

For more information about how to donate to the United Way of Greater Houston annual campaign or to learn more about the work of United Way, visit www.unitedwayhouston.org.

About United Way of Greater Houston

For 89 years, United Way of Greater Houston has a leader and trusted partner in improving lives, tackling key community social issues, and making a lasting difference. United Way of Greater Houston touches one of every two lives in the Bay Area, Fort Bend, Harris, Montgomery and Waller counties. United Way focuses on strengthening our community by developing children and youth to their full potential, creating strong families and safe neighborhoods, sustaining senior independence and rebuilding people's lives in times of crisis. United Way of Greater Houston is the best way to make the biggest difference in our community. For information, please visit www.unitedwayhouston.org.