

Improving lives in Vanderburgh, Warrick & Spencer Counties

NEWS RELEASE

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United Way of Southwestern Indiana RECEIVES THREE AWARDS at the 2014 UNITED WAY STATE LEADERS CONFERENCE

United Way of Southwestern Indiana was recognized with three awards for Golden Excellence in Media on March 13th, at the Indiana Association of United Ways State Conference held in Indianapolis.

A first place GEM Award was received in the Campaign DVD Category Division I-II (United Ways raising over \$4 million) for United Way's 2013 Campaign video presented at participating company Campaign meetings. The Campaign video is a vital element in showing the community the work of United Way of Southwestern Indiana.

United Way of Southwestern Indiana received a second place award in the Miscellaneous Category Division I-II for their television commercial that aired in the Fall of 2013. The commercial featured United Way of Southwestern Indiana's singer/song writer contest winner, Roxie Randle and played her winning song, "United". The purpose of the commercial was to help create awareness of United Way and allowed viewers to see how important their giving is to the community.

The third award was an honorable mention recognition in Communications in Print Category Division I-II for their Case for Support.