

FOR IMMEDIATE RELEASE



CONTACT:

Chris A. Hays
chris@blenderadv.com
412-709-6149
412-389-1385 (cell)

United Way launches community fundraising campaign to assist veterans with transportation

Veterans transportation campaign to provide bus passes for hundreds of local veterans

Pittsburgh, Pa. (March 12, 2015) – This week, United Way of Allegheny County is launching a community fundraising campaign to provide bus passes to 600 local veterans. During the week of March 16 – 22, United Way will be matching donors’ gifts, up to \$40,000, to double their impact. Donations are being accepted at myunitedwaypittsburgh.org/veterans.

“There are nearly 100,000 veterans in Allegheny County,” said Julie DeSeyn, director of community impact at United Way. “For some, one of the hardest parts of the journey is after they return home and begin reestablishing their lives. Employment and poverty rates among many veterans are high, and many rely solely on public transportation to get where they need to go.”

For every \$100 donated to the campaign, a veteran will receive a month of transportation. United Way’s goal is to provide three months worth of transportation to each eligible veteran to help them get and keep jobs, get to doctors appointments, get to the grocery store, among other basic needs.

The Pittsburgh Steelers have been a notable partner in helping to drive awareness around the campaign. Former Steelers players Rocky Bleier and Jerome Bettis are appearing in the campaign’s TV spots, along with participating in other media appearances, to encourage the community to give.

“As Pittsburghers, we take care of each other. We’re consistently reminded how many of our neighbors serve when we get pictures of them with their Terrible Towels,” said Steelers’ President and United Way board of directors member Art Rooney II. “This is an opportunity to honor their service by supporting the men and women who so selflessly have taken care of us.”

Donations are being accepted at myunitedwaypittsburgh.org/veterans, or by texting ‘veterans’ to 51555. The community is encouraged to share the link using #GiveVeteransALift.

The campaign is running in partnership with Allegheny County, Travelers Aid, Veterans Place, Veterans Leadership Program, and Veterans Administration.

“This campaign is part of United Way’s ongoing commitment to supporting veterans through a number of innovative services,” said Tracy Gross, chief marketing officer, United Way. “United Way and our community partners are coming together to ask Pittsburghers to support those who’ve sacrificed for all of us. Let’s thank our veterans by giving them a lift.”

About United Way of Allegheny County – United Way of Allegheny County is a change agent and efficient community fundraiser that improves lives by addressing critical community needs. By convening diverse partners and investing in programs and people to advance solutions, United Way creates long-lasting change and helps children and youth succeed, strengthens and supports families by promoting financial stability, ensures the safety and well-being of vulnerable seniors and people with disabilities, and provides county-wide access to information and referral sources meeting basic needs.

###