



# News Release

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**FOR IMMEDIATE RELEASE**

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## **United Way Pacesetter Campaigns Kick Off**

United Way of Southeast Mississippi's Pacesetter organizations kicked off their fund-raising campaigns for United Way today with a special meeting at The Family Y. Pacesetters are organizations that hold their United Way employee giving campaigns a month earlier than the overall campaign to build momentum and set the pace for the rest of the community to follow. The community campaign is set to begin on September 3 at the annual Campaign Kick-off, during which the Pacesetters will report their campaign results.

Eleven organizations will be participating in the Pacesetter campaign this year. They are Anderson Design Center, BancorpSouth, The First, Forrest General Hospital, Hattiesburg Clinic, Mississippi Power, Pine Burr Area Council of Boy Scouts, Regions, Southeast Mississippi Rural Health Initiative, Wesley Medical Center and Zeon Chemicals.

"The Pacesetter campaign is a critical component that gives the overall campaign a jumpstart to collecting United Way contributions, and each year we build off the momentum of these 11 pacesetter companies," said Pacesetters Chair Jerome Brown of The First. "These companies and their employees are to be commended for helping United Way's 21 partner agencies reach their goals and objectives."

At the Pacesetter Kick-off, company representatives heard personal testimonies from clients of United Way partner agencies, played a game relating to United Way and received their campaign materials.

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United Way Pacesetters Kick Off

United Way of Southeast Mississippi is a non-profit organization that partners with 21 local health and human service agencies to meet needs in Forrest, Lamar and Perry counties. The overall community fund-raising campaign will begin with the Campaign Kick-off on September 3 at Jackie Dole Sherrill Community Center. For more information, call (601) 545-7141 or visit [www.unitedwaysems.org](http://www.unitedwaysems.org).

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