



FOR IMMEDIATE RELEASE

[Date]

Contact:

[Name]

[Title]

[United Way Name]

[Contact Phone Number]

[Contact Email Address]

(County) Organization Receives United Way Spirit of North Carolina Award

(Business/Organization Name) recognized for commitment to community

[City], NC – (United Way Name) announced today that (Company/Organization Name) has been awarded the Spirit of North Carolina Award for (Category). The Spirit of North Carolina Award recognizes business and other organizations that are leading their communities in embracing a united spirit of giving and volunteering that extends beyond the traditional United Way campaign season. The Award was presented by United Way of North Carolina at its Spirit of North Carolina Award Luncheon in Pinehurst on February 21.

Winners have not only demonstrated excellence in their United Way campaign, but also a strong philanthropic culture and community engagement. All received high marks for overall organizational volunteer culture, including collaborative work with United Way as well as other organizations in the community; corporate and non-traditional or in-kind support they provide; employee engagement, participation, and recognition; use of special events to engage and educate employees; and the role their leadership plays in promoting a culture of philanthropy and community support.

“The Spirit of North Carolina Award recognizes the collaborative partnerships (United Way Name) builds with its supporters,” said (United Way spokesperson name and title). “We are honored to have (Company/Organization Name) as a key partner in building a stronger community where every man, woman, and child has the opportunity to reach their full potential.”

(Company/Organization Name) was recognized for (insert a few sentences about why the business/organization won the award).

Winners were determined by a panel of 20 judges from United Way organizations across the state. For more information about the Spirit of North Carolina Award and a complete list of winners, visit unitedwaync.org/spirit-north-carolina-award-winners.

###

About United Way of (County)

(United Way Name’s) mission is to (insert your mission here). For more information, contact [Media Contact Name], [media contact title], at [phone number] or [email].

[Address] * [City], NC [Zip] * [phone] * [website]



About the Spirit of North Carolina Award

The Spirit of North Carolina Award offers United Ways in NC communities an opportunity to honor organizations whose United Way campaigns exemplify the “spirit” of their community. Winners meet specific standards of achievement and are selected by a team of United Way leaders from across the state. United Way of North Carolina leads the award nomination and judging process and presents the award annually. For more information, contact Maureen McKeon, director of marketing and communications, at 919-834-5200 or mmckeon@unitedwaync.org.