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FOR IMMEDIATE RELEASE

UNITED WAY ADDS NEW DIRECTOR TO RESOURCE DEVELOPMENT TEAM

Corpus Christi, TX (November 22 , 2011) – United Way of the Coastal Bend (UWCB) hires Lacy Harrelson to fill the organization’s second resource development director position where she will be responsible for implementing and supervising fundraising strategies including corporate campaigns and events throughout the six-county area served by United Way of the Coastal Bend.

Harrelson’s appointment comes in time to help the United Way of the Coastal Bend team reach its 2011 campaign goal of \$4.5 million.

“We are so pleased to add Ms. Harrelson to our team,” shares Heath Niemeyer, vice president of resource development. “Her background in both development and marketing combined with a desire to make a real difference in our community makes her a strong asset to the work of United Way.”

Prior to her role with United Way, Harrelson was a marketing manager with Ameriprise Financial. She holds a B.B.A. in marketing from Texas A&M University – Corpus Christi.

About the United Way of the Coastal Bend

United Way of the Coastal Bend is improving lives by mobilizing the caring power of community. By focusing on the basic building blocks for a good life: education, income and health, United Way of the Coastal Bend collaborates with over 40 local programs to create positive change in Bee, Jim Wells, Kleberg, Live Oak, Nueces and San Patricio counties. For more information on how to join the United Way and its partners to build a stronger community, visit www.uwcb.org call (361)882-2529 or follow United Way of the Coastal Bend on Facebook <http://www.facebook.com/UWCoastalBend> or Twitter <http://twitter.com/UnitedWayCB>.

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