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**FOR IMMEDIATE RELEASE**

**ADRIANA MARTINEZ STEPS INTO NEW ROLE AT  
UNITED WAY OF THE COASTAL BEND**

Corpus Christi, TX (October 25, 2011) – United Way of the Coastal Bend announced a change in their development team by promoting Adriana Martinez to one of two director positions for the resource development department. 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.

In her previous position as resource development coordinator, Martinez was instrumental in guiding the corporate campaigns for many companies among them CITGO Refinery, NuStar Energy and AEP Texas. Her efforts on behalf of United Way of the Coastal Bend raised over \$1.4 million for our community.

Martinez was with United Way for one year prior to her promotion. She holds a B.A. in business management from Texas A&M University – Corpus Christi and is the current president for the Junior League.

**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](http://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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