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FOR IMMEDIATE RELEASE

UNITED WAY ANNOUNCES NEW VICE PRESIDENT OF RESOURCE DEVELOPMENT

Corpus Christi, TX (August 2, 2011) – United Way of the Coastal Bend (UWCB) has hired Heath Niemeyer as vice president of resource development. Niemeyer comes to UWCB after four years with United Way of Tarrant County in Fort Worth where as assistant vice president of resource development, he was responsible for a \$4 million fundraising portfolio which included companies such as AT&T, Exxon Mobil Corporation, Federal Express Corporation and United Parcel Service.

Working closely with the UWCB Board, CEO and other civic leaders throughout the Coastal Bend, Niemeyer will be responsible for leading the development and execution of all aspects of fundraising including corporate campaigns, events and major giving.

“We are excited to be welcoming Heath to our team. He brings United Way of the Coastal Bend the skills and experience needed to lead our fundraising efforts that are so critical at this time throughout our region,” said Catrina Wilson, President and CEO.

Prior to joining the United Way system, Niemeyer worked in the telecommunications industry in Southern California and volunteered his time working in Los Angeles with Cambodian youth whose immigrant parents fled the Khmer Rouge regime.

Niemeyer is a graduate of the United Way Worldwide Global Resident Fellows Program and holds a Bachelor of Arts degree in anthropology from California State University, Fullerton. He and his wife have four children.

About United Way of the Coastal Bend

United Way of the Coastal Bend is improving lives by mobilizing the caring power of community. Focusing on the basic building blocks for a good life: Education, Income and Health, United Way of the Coastal Bend collaborates with over 45 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 or call (361)882-2529

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