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FOR IMMEDIATE RELEASE

THE UNITED WAY OF THE COASTAL BEND ADDS TO LOCAL TEAM
Carla Gardiner, Adriana Martinez and Dianne Balko join the United Way

Corpus Christi, TX (September 21, 2010) – The United Way of the Coastal Bend is proud to announce three recent additions to their local leadership team and administrative staff.

Carla Gardiner joins the leadership team as director of marketing and communications. Gardiner was previously an account executive and practice manager for Kailo Communications Studio where she was responsible for crafting and implementing strategic communication efforts for various agency clients. Gardiner holds a bachelor of fine arts degree in theater from Southwestern University.

Adriana Martinez has been named resource development coordinator. She assumes responsibility for organizing and implementing community-wide campaign and resource development strategies. Martinez was previously a senior medical underwriter for Anthem Health Insurance Company. She holds a bachelor of business administration in business management from Texas A&M University - Corpus Christi.

Dianne Balko joins as a part-time accounting clerk assisting the controller/chief financial officer. Balko received a bachelor of business administration in accounting from Texas A&M University – Corpus Christi.

About the United Way of the Coastal Bend

The United Way of the Coastal Bend works to advance the common good by focusing on the basic building blocks for a good life: Education, Income and Health. The United Way of the Coastal Bend provides funding to 44 programs in Bee, Jim Wells, Kleberg, Live Oak, Nueces and San Patricio Counties. For more information on how you can join the United Way and its partners to build a stronger community, please visit www.uwcb.org or call (361)882-2529

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