

NEWS RELEASE



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STORYBOOK FINISH: CARDBOARD BOAT RACE KICKS OFF UNITED WAY CAMPAIGN *Campaign to Celebrate Positive Impact, Community Partnerships*

JACKSON, Michigan [Sept. 11, 2015] -- United Way of Jackson County launched its 2015 fundraising campaign with a splash as 16 area organizations took part in the fourth annual "What Floats Your Cardboard Boat?" Race.

Aladdin Electric paddled to victory at the urban fishery pond at Cascade Falls Park. The team outsailed two other cardboard boats in the second of four heats and went on to win in the final against the winners of the other three heats. Western High School finished in second place.

"The race has become a popular event in Jackson County, serving as a great symbol of what United Way is all about: bringing our community together to take on challenges and create solutions," said Ken Toll, president and CEO of United Way of Jackson County (UWJC).

This year's race had a storybook theme. Besides the victorious team, award winners included CP Federal Credit Union for Judges' Choice, TAC Manufacturing for People's Choice, and Jackson Area Manufacturers Association for Most Spectacular Sinking. More than 200 people turned out for the event, which included the Junior ROTC Golden Knights color guard in an observance remembering the victims of the Sept. 11, 2001, terror attacks.

Cheryl Norey, community relations lead for Michigan Automotive Compressor Inc. and this year's United Way campaign chair, said UWJC will use the campaign to celebrate the organization's positive impact in Jackson County.

"United Way is changing lives in real, meaningful ways through direct program support and through local partners," Norey said. "That's worth celebrating across the community."

A new scorecard detailing some of the programs made possible through gifts to United Way was unveiled as part of the campaign. The scorecard is available at uwjackson.org under "Campaign Video and Materials" or by clicking [here](#).

Also on tap is a series of YouTube videos, titled "Stories of Impact," that spotlight recipients and partnerships creating change in education, financial stability and health. One video will be released every Monday for 12 weeks beginning Sept. 14 on UWJC's [YouTube channel](#) and on its website, uwjackson.org.

Bringing about these stories of change requires financial support, said Norey.

"Donor gifts are the fuel that drives the engine of impact," she said. "Our supporters want to know that their gifts are making a difference. So we're being very intentional this year to demonstrate the breadth and depth of United Way's impact."

To find out more or to make a gift to United Way, go to uwjackson.org and click on "Donate," or call 517-784-0511.

Entrants at this year's "What Floats Your Cardboard Boat?" Race (boat names in parentheses) were Aladdin Electric (Genie in a Bottle), Allegiance Health (I'm a Believer), Baker College (The Baker ARC), Consumers Energy (Green Energy Bakes Ham), County National Bank (The Butcher, the Banker & the Candlestick Maker), CP Federal Credit Union (Color Me CP), Jackson Area Manufacturers Association (Jumping JAMA), Jackson Area Transportation Authority (JATA Express), Jackson County Government (The Pride of the Cascades), Jackson County Medical Care (Harry Potter Quidditch Stadium), Michigan Automotive Compressor Inc. (Silver Anniversary), Spring Arbor University (SAU Crew), TAC Manufacturing (Teams Always Conquer), United Way of Jackson County, Walton Insurance Group (See Ya!) and Western High School (Little Bear's Little Boat).

About United Way of Jackson County

United Way of Jackson County is *Connecting Our Community for the Common Good* by mobilizing people, organizations and funds to drive programs that help children succeed in school, make sure families are financially stable, and help people achieve good health. Visit our website at www.uwjackson.org, or follow us on Facebook, Twitter and YouTube.

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