

NEWS RELEASE



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IT'S 'LIGHTS, CAMERA, ACTION!' AS CARDBOARD BOAT RACE SETS SAIL *Fifth Annual Event Kicks Off United Way Campaign*

JACKSON, Michigan [Sept. 9, 2016] – The fifth annual What Floats Your Cardboard Boat? Race embraced a Hollywood movie theme as 16 entrants took to the water to kick off United Way of Jackson County’s fall fundraising campaign.

Aladdin Electric paddled to victory at the urban fishery pond at Cascade Falls Park. Second place went to Western High School.

"We love this event because it symbolizes how our community comes together to tackle challenges and change lives," said Beth Shafer, Resource Development Director for UWJC.

Besides the winning team, award winners included Exit Realty for Judges’ Choice, Jackson County Government for People’s Choice, Henry Ford Allegiance Health for Best Representation of Theme, and Baker College for Most Spectacular Sinking. About 200 people turned out for the event.

Other organizations that entered the race were Consumers Energy, County National Bank, CP Federal Credit Union, Jackson County Medical Care Facility, Kroger Store #172, Kroger Store #680, Michigan Automotive Compressor Inc. (MACI), TAC Manufacturing Inc., Target, and Walton Insurance Group.

Ted Ykimoff, Director of Residential Energy Efficiency Programs at Consumers Energy and this year’s United Way campaign chair, said United Way’s new vision and goal for the community makes this year’s campaign more important than ever.

"A gift to United Way is an investment in changing lives, helping people escape from poverty and making Jackson County a beacon of hope," Ykimoff said.

Earlier this week, UWJC announced a new focus to address poverty and financial need. In partnership with the Financial Stability Coalition, UWJC unveiled a community-level vision: *We will be a community rich in opportunities to eliminate poverty and allow all people to achieve financial stability and success.*

Also announced was a nine-year goal aimed at moving the community toward that vision: *Help 5,000 Jackson County residents develop a pathway to financial success by 2025.*

A scorecard detailing some of the programs made possible through gifts to United Way is available at uwjackson.org under “Campaign Video and Materials” or by clicking [here](#). Also available are YouTube videos, including an animated production that shows the impact of United Way support and new installments of “Stories of Impact,” that spotlight recipients and partnerships. The videos are available on UWJC’s [YouTube channel](#) and will be featured weekly on its website, uwjackson.org.

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.

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 toward a vision of a community rich in opportunities to eliminate poverty and allow all people to achieve financial stability and success. Visit our website at www.uwjackson.org, or follow us on Facebook, Twitter, YouTube and Instagram.