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United Way of Greater Simcoe County
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For Immediate Release

United Way welcomes a new communications specialist to the team!

Spreading the word of valuable work being done across the county

Barrie, ON. September 20th, 2010 It is with great pleasure the United Way of Greater Simcoe County's Chief Executive Officer Alison Pickard announces the appointment of Michele Lawson to the position of Manager of Publicity, Social Media and Communications as of September 14, 2010.

A professional writer and award-winning video producer, Ms. Lawson has gathered extensive knowledge and experience in the media field through her 25-year career as a freelance reporter, corporate communicator and entrepreneur. She started her career in marketing in the education sector before taking on cross-cultural media production and publicity positions at Street Kids International in Toronto and Hospice Simcoe. She graduated from the three-year print journalism program at Centennial College before achieving an Honours Bachelor of Arts degree in film and media from Queen's University.

"I am delighted to be here, and look forward to sharing the wonderful stories of the valuable work done by our member agencies and in our community impact activities," she said during her first week on the job.

"We are thrilled to have Michele's diverse skill set and community connections available to us," added Ms. Pickard. "She is already a valuable member of our team."

The United Way of Greater Simcoe County's board, cabinet, staff and volunteers welcome the expertise Ms. Lawson's presence will lend to the organization and community.

Additionally:

- *United Way is the one of the largest non-government sources of social service funding in Simcoe County.*
- *More than 80% of funds donated to United Way of Greater Simcoe County are raised in the workplace, most through payroll deduction programs. More than 150 employers across Simcoe County support their community through United Way.*
- *United Way of Greater Simcoe County has been making a difference in our community for 50 years by assessing local needs and distributing resources to help those most in need.*



For further information please contact:

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News Release