

NEWS RELEASE

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FOR IMMEDIATE RELEASE

United Way of Greater Stark County Beats ArtsinStark in Community Baby Shower Contest

(Canton, OH) July 11, 2017 – United Way of Greater Stark County (UWGSC) President and CEO Maria Heege recently challenged ArtsinStark President and CEO Robb Hankins to a friendly competition during UWGSC’s Community Baby Shower drive. The contest included good-natured social media posts as the pair of non-profits encouraged their teams to join in the fun. Staff members at both organizations donated an impressive number of items, but UWGSC celebrated their “Baby Shower Battle” victory with a grand total of 1,084 diapers and 5,584 baby wipes. ArtsinStark collected 696 diapers and 3,284 wipes.

“We are very appreciative of the support from ArtsinStark, and the other organizations that participated,” said Maria Heege. “Together we are all winners, and the parents and babies are the beneficiaries! The items we collected are needed throughout a baby’s early years, and cannot be purchased with a SNAP card.”

Many local businesses and organizations got involved in the Community Baby Shower by conducting collections among staff. Participants were Child & Adolescent Behavioral Health, Consumers National Bank, CSE Federal Credit Union, Massillon Public Library, Rodman Public Library, Sanctuary Marketing Group, Sirak Financial Services, Stark County Health Department and TimkenSteel Corporation. Some of these locations also served as community drop-off sites, along with YMCA of Western Stark County.

Altogether, the collection brought in 4,944 diapers, 14,518 baby wipes and 11 SleepSacks. \$1,060 in monetary donations from the UWGSC Board of Directors will be used to purchase additional SleepSacks. The donated items will be distributed at a “Healthy Moms, Healthy Babies” event hosted by Mercy Medical Center’s Immigrant Health Outreach Program. This partnership supports UWGSC’s BOLD GOALS in Health, with an emphasis on reducing infant mortality and increasing the number of healthy residents. United Way currently invests in strategy-focused programs that give residents access to services that improve the overall health of our community.

About United Way of Greater Stark County

United Way of Greater Stark County fights for the Health, Education and Financial Stability of every person in every community. The agency collaborates, convenes, and partners to support programs and initiatives that break the cycle of poverty, promote a healthy community where children are successful from kindergarten through graduation to a career, and where families have the tools, skills, and support they need to become financially independent. We win by living United. For more information about United Way of Greater Stark County visit www.uwstark.org. Headquarters are at 401 Market Avenue North, Suite 300, Canton, Ohio 44702. (330) 491-0445.

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