

## NEWS RELEASE

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**United Way  
of Greater Stark County**

## FOR IMMEDIATE RELEASE

### **Revamped Caring Club app gives discounts to financial supporters of United Way of Greater Stark County**

(Canton, OH) May 1, 2018 – United Way of Greater Stark County’s Caring Club app has recently been updated and improved. The Caring Club app provides access to a wide variety of special discounts at local businesses throughout Greater Stark County to donors who contribute a minimum of \$10 each month (\$120 annually). Through their smartphones and tablets, Caring Club members can enjoy discounts on entertainment, food and more. With discounts up to 30% off, \$25 off or buy-one-get-one specials, the savings may outweigh their contribution to United Way of Greater Stark County.

After a donation has been made or pledged, the app is easily downloaded from the Android or iOS app store. The donor then enters their smartphone number or the email address they used when making their pledge. Now all of the perks and discounts are available for them to use at participating businesses by simply showing the discount on their phone to their server or clerk.

“We are very lucky to have generous merchants in the area who are willing to offer discounts to our donors,” says United Way of Greater Stark County President & CEO Maria Heege. “Being a part of Caring Club increases their foot traffic while helping us make Stark County a better place to live. We’ve just added some new businesses and restaurants, so we’re excited to have them on board.”

Some of the current merchants include Fishers Fashion Optical, Amadeus Spa and Lindsey’s Pizza. Visit [uwstark.org/caring-club](http://uwstark.org/caring-club) for the full list of merchants and more information about joining Caring Club.

Last year, Caring Club went completely digital and eliminated the wallet cards that used to be mailed out. “We always strive to be mindful of donor dollars,” explains United Way of Greater Stark County Vice President of Marketing & Strategic Communications Cynthia Vignos. “All communications regarding the app are now sent via email or app notifications, which equates to a big savings in printing and postage. It’s also better for the environment. However, if a donor prefers a printed card, we’ll mail it to them.”

### **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](http://www.uwstark.org). Offices are located at 401 Market Avenue North, Suite 300, Canton, Ohio 44702, (330) 491-0445.

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