

## FOR IMMEDIATE RELEASE

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### **Canton Charge Hosts United Way of Greater Stark County Get Connected Mentors, Mentees**

*(Canton, OH) February 13, 2018* – The Canton Charge is partnering with United Way of Greater Stark County’s Get Connected program to host a “A Night with The Charge” on Wednesday, February 28<sup>th</sup>. The event will recognize our community’s career-based mentors and mentees, as well as the employers, schools and organizations who support them. Get Connected participants and their mentors will enjoy free admission to the game against the Maine Red Claws, and receive a complimentary t-shirt. This family-friendly event will also include a pre-game party and half-time activities on the court.

Over 200 local career-tech high school students from GlenOak, McKinley and Alliance high schools are currently participating in Get Connected. The goal of the program is to connect these youth with employers and expose them to career opportunities available in our community. The experience helps them learn how to network with area professionals working in those fields or trades. The Get Connected program emphasizes the importance of helping students of all socio-economic backgrounds build mentoring relationships with employees from local business. In addition to employer visits, students establish relationships with Get Connected business partner employees, who share honest and frank advice gained from experiences and challenges in their own lives.

The National Basketball Players Association (NBA) and the Legends of Basketball have partnered to support the initiatives to connect youth to resources that help them achieve success. Identifying mentoring as a critical component of their initiative, they aim to recruit more people to volunteer their time as mentors. “The NBA and our teams are committed to supporting efforts that have a positive impact on children and families,” said Kathy Behrens, Executive Vice President of Social Responsibility and Players’ Programs at the NBA. “Our current and former players take seriously their responsibility to serve as positive role models and to inspire NBA fans to answer the call to action to become a mentor and help young people succeed.”

“We’re grateful to the Canton Charge for partnering with us on this event,” said Laurie Moline, creator and administrator of the UWGSC Get Connected program. “In addition to connecting our students to employment options and opportunities, we also want them to feel part of all of the positive things we have going on in Stark County. Allowing our mentors and mentees to enjoy things like basketball games, community events and recreational activities together helps them see a different side of our community than they may normally see.”

“Our Get Connected program ensures that many of our community’s young people have the support they need through quality mentoring relationships to succeed at home, school, work, and ultimately, life.” says UWGSC President & CEO Maria Heege.

Get Connected is actively recruiting business partners who would like to help mold the workforce of the future. Visit [www.uwstark.org/Get-Connected](http://www.uwstark.org/Get-Connected) or email [laurie.moline@uwstark.org](mailto:laurie.moline@uwstark.org) for more information.

### **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. Visit [www.uwstark.org](http://www.uwstark.org) for more information about United Way of Greater Stark County. Offices are at 401 Market Avenue North, Suite 300, Canton, Ohio 44702. (330) 491-0445.

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