



**United Way
of Seneca County**

United Way of Seneca County
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FOR IMMEDIATE RELEASE

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UNITED WAY CELEBRATES AT ANNUAL TASTE OF SPRING

United Way of Seneca County will have plenty to celebrate at the 23rd Annual Taste of Spring Food and Wine Gala on Thursday, May 5, from 5:30 – 8 pm at the Holiday Inn Waterloo.

While planning Taste of Spring during the months of February – April, United Way successfully reached their goal and raised \$20,700 with their special February Challenge. The fundraiser was launched at the annual meeting in February to offset the 2009 and 2010 campaign deficits.

United Way was also recently awarded a United Way Worldwide Out-of-School-Time Community Pilot grant. The grant is made possible through the generous support of JC Penney After School Foundation. This grant will assist in building capacity to develop after-school programs in Seneca County. "We consider after school programs a critical component for supporting the success of our youth and improving high school graduation rates" explained United Way Executive Director Karen Beals. To complement this grant, they were also awarded a three year grant through the New York State OASAS office to focus on reducing underage drinking in Seneca County.

To support United Way's work to improve education, income and health in Seneca County, the organization holds its largest fundraiser - Taste of Spring, which is considered one of the most prominent events in Seneca County. The event welcomes over thirty-five vendors from local restaurants and wineries with approximately 500 attendees annually.

Volunteers and supporting sponsors make the event successful. This year the major sponsors include: Holiday Inn Waterloo, Seneca Falls Savings Bank, and Seneca Meadows Landfill. Other sponsors include: Becker McLean Co, Gay & Son Agency, Inc., Fingerlakes1.com, Finger Lakes Radio Group, Five Star Bank, Lyons National Bank and Savannah Bank.

The event will take place on Thursday, May 5, 2011 5:30-8PM at the Holiday Inn –Waterloo. Tickets can be purchased in advance online at www.uwseneca.org or by calling (315) 539-1135 for \$25 (by May 3rd) or \$30 at the door.

United Way of Seneca County is a non-profit organization working to improve education, health and income in Seneca County.

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