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## United Way to Give Away New Car as Incentive to Encourage More People to Give This Year 2009 Chevy Aveo Donated by Lockton Companies, LLC

(Kansas City, MO)-----United Way campaign leaders believe the key to success in this year's community-wide fundraising campaign is finding a way to encourage more people to give. That is why, instead of announcing a dollar goal for this year's fundraising effort, volunteer leaders said they would focus on recruiting 25,000 new donors who didn't give to United Way last year. Today, United Way announced it has a new tool that might encourage some people to give, thanks to the generosity of a Kansas City company.

Lockton Companies, LLC is donating a new 2009 Chevrolet Aveo, which will be given away in a drawing from the names of everyone who wasn't a United Way donor last year, but gives at least \$144 to United Way of Greater Kansas City this year. It is hoped that in addition to the warm feeling people get from knowing their gift is helping people struggling to survive the economic downturn, the car will serve as an incentive to give at least \$144, which is just \$12 a month, through payroll deduction. New donors who give at that level will automatically be entered into the drawing.

The 2009 Aveo is a fuel-efficient vehicle with automatic transmission, air conditioning and power steering that gets an economical 34 miles per gallon on the highway. The car has a retail value of \$15,200.

David Fowler, co-chair of the 2009 Kansas City area United Way campaign says, "I am pleased to accept this generous gift on behalf of United Way. The Aveo will add fun and excitement to this year's campaign, but more importantly, it will serve as an extra incentive for those who are considering giving to United Way this year who didn't give last year." Fowler added, "This is exactly the kind of community involvement we were hoping for and we want to thank Lockton Companies for their creativity and support."

Lockton Companies President Ron Lockton said, "On behalf of all Lockton associates here in the Greater Kansas City area, we are proud to make this donation. We see this as a great way to begin our 2009 United Way campaign and we hope our gift will encourage many others to contribute to our wonderful local United Way, which does so much to help people in our community."

People who work at companies that don't conduct United Way employee campaigns can make a pledge online at [www.unitedwaygkc.org](http://www.unitedwaygkc.org) or they can send a check to United Way of Greater Kansas City, 1080 Washington St., KCMO 64105. They can also put a check into one of the pre-addressed envelopes that will be in this Sunday's edition of *The Kansa City Star* in Clay, Platte, Jackson, Cass and Johnson Counties.

United Way of Greater Kansas City supports more than 300 health and human service programs throughout the Kansas City area that provide a safety net for people in need and help make this a healthy, well-rounded community. One in three Kansas City area families will either be helped by or involved in programs funded by United Way.

The drawing for the new Chevrolet Aveo will take place in March, at United Way of Greater Kansas City's annual meeting. Also at that meeting, United Way will be giving away a new 2010 Harley-Davidson motorcycle, built here at the Kansas City Harley-Davidson plant and donated by Harley-Davidson to a lucky donor who pledges 1% of his or her salary or more to United Way to help people in our community who are struggling right now.

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