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EASTERN ILLINOIS UNIVERSITY
Charleston, Illinois

news

ART TATE, Assistant Director, University Relations
Office: (217) 581-5983 - Home: (217) 348-7553

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FILE COPY

FOR IMMEDIATE RELEASE:

EASTERN KICKS OFF UNITED WAY FUND DRIVE

CHARLESTON, IL--Eastern Illinois University opened its 1990 United Way Campaign Monday (Oct. 1) with a traditional "kickoff" breakfast at the University Union.

This year, the University hopes to raise \$30,000 of the Eastern Coles County United Way's \$110,000 goal. In 1989, Eastern donated \$25,000 to the area United Way.

Welcoming the group was Jeff Cooley, chairman of the University's United Way Central Committee.

Eastern President Stan Rives joined local United Way officials and campus volunteers at the Breakfast to give his personal support to the drive and thank those who "give of themselves" to help eastern Coles County communities.

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UNITED WAY KICKS OFF

Rives noted that, regardless of which way the national budget decisions go, the need for the United Way will be more critical than ever. He said since this year's \$30,000 goal is 20 percent over last year's, he would increase his donation 20 percent and urged the rest of the Eastern community to do the same.

Cooley stressed the importance of the drive to the area and told the volunteers that it will be their time and effort that will make Eastern's drive a success. He said the United Way is truly "people helping people" and as the area's largest employer, Eastern has a special obligation to help its neighbors.

Charles Colbert, Chairman of the Eastern Coles County United Way drive, expressed the County's appreciation to the University for its past support and his own belief in the United Way. He said he's been involved in the United Way for more than fifteen years and plans to stay involved.