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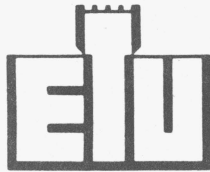
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91-325

September 20, 1991

FOR IMMEDIATE RELEASE:

EASTERN KICKS OFF UNITED WAY DRIVE

CHARLESTON, IL--Eastern Illinois University opened its 1991 United Way Campaign this week with a traditional "kickoff" breakfast at the University Union.

This year, the University hopes to raise \$25,000 of the Eastern Coles County United Way's \$100,000 goal.

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

Eastern President Stan Rives joined 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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Rives noted that with a lean budget year facing the State of Illinois, the need for the United Way will be more critical than ever and urged the Eastern community to increase their commitment to United Way by 10 percent. "United Way is an important part of establishing the quality of life in Eastern Coles County," Rives said.

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 that United Way is truly "people helping people" and as the area's largest employer, Eastern has a special obligation to help its neighbors.

He noted that it is important for campus volunteers to know that historically 90 to 95 percent of the money raised for the United Way goes directly to local agencies.

Ed Corley, EIU professor of economics and building captain coordinator, said "personal contact" will be an important element of this year's campaign strategy.

Special guest Judy Brown of the Central East Alcohol and Drug Council (Hour House) in Charleston, an alcohol and drug treatment center, expressed appreciation to the University for its past support.

Brown told volunteers attending the breakfast, "The Hour House budget has been cut one-fourth so it will be a serious year for us financially."

As she outlined the programs the Hour House offers to children through adults, she emphasized that the "money donated to the United Way does indeed go to a good cause."

The Hour House is one of 24 Charleston and Coles County organizations that relies on United Way contributions to supplement its programs.