

FOR IMMEDIATE RELEASE

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**UNITED WAY NAMES NEW RESOURCE DEVELOPMENT
AND MARKETING DIRECTOR**

CHARLESTON-- Michele Hatfield joined the United Way team on August 20th as the Resource Development and Marketing Director. Hatfield will be responsible for direction and management of all aspects of the annual giving campaign.

"It is a privilege to join the United Way team and focus on opportunities that positively impact so many people in the area. I look forward to helping our partners provide programs and services that strengthen families and build better communities," Hatfield said. Hatfield's extensive network of area businesses and individuals place her in an ideal position to be an effective director for United Way.

Hatfield has 13 years of marketing and public relations experience as the Public Relations Coordinator for Charleston-Kanawha Housing and working with West Virginia Media. She has extensive grant writing and website experience and has planned many conferences and events on the local, regional and state levels. Michele graduated from Marshall University with a bachelor's degree in journalism in 1997. She has been involved in the community in a number of ways including the West Virginia State University Advisory Council and the West Virginia Association of Housing Agencies.

"We are pleased to welcome Michele to United Way. With her community contacts and experience with various community groups, she is well positioned to lead community support through United Way to new heights. And, with over ten years of public relations experience, Michele will help United Way continue educating the communities we serve regarding ways we can improve lives by working together," said John Ballengee, United Way President.

Michele and her husband Dale reside in Scott Depot and are parents of Drake, Dylan, and Ian. She can be reached at 304.340.3544 or mhatfield@unitedwaycwv.org.

United Way of Central WV will kick off their 2012-2013 annual giving campaign with the Day of Caring on September 12 at the Charleston Civic Center.

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ABOUT UNITED WAY OF CENTRAL WEST VIRGINIA: *United Way is a volunteer-led, volunteer-driven organization representing Boone, Clay, Logan, Kanawha and Putnam counties. From the board of directors to fund-raising volunteers and the others who lend a hand each year, volunteer leaders ensure United Way continues to make an impact on the issues that matter most. United Way of Central West Virginia is dedicated to making sure children and youth achieve their potential through access to quality educational programs; promoting financial stability and independence; improving people's health. By encouraging all people in central West Virginia to give, advocate or volunteer, United Way wants to show the power of "living united". For more information, visit www.unitedwaycwv.org or call 304.340.3500.*