



**For Immediate Release  
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Contact: John M. Ballengee, President/CPO  
304.340.3503  
jballengee@unitedwaycww.org

## **United Way of Central WV Kicks off New Campaign *led by Chairman Guy Johnston***

**CHARLESTON**— United Way of Central West Virginia’s Generations United to Give Campaign officially begins Wednesday, September 16 with the 10<sup>th</sup> annual Day of Caring when teams will volunteer across Central WV to complete much needed tasks such as painting, cleaning, landscaping, gardening and mentoring youth.

United Way of Central WV partner agencies serve the community in countless ways. Donations provide a hand up, not a hand out, to our neighbors in their time of need. The Generations United to Give Campaign encourages all generations to work together to promote, grow and invest in the United Way mission. Last year, more than 51,000 individuals were helped by United Way of Central WV partner agencies with services such as food, affordable housing, utility assistance, quality day care, addiction treatment, tutoring and oral health assistance. “Donors of all generations and giving levels make this possible,” said Janice Amspoker, Resource Development Director.

United Way of Central WV is pleased to welcome new leadership for this community fundraising campaign. Guy Johnston has been named Campaign Chairman. Johnston is Senior Vice President & Retail Sales Manager for City Holding Company where he manages retail regions consisting of approximately 60 branches in West Virginia, Kentucky and Ohio. He has a BA in Business Administration from the University of Virginia’s College at Wise, and graduated from the Community Bankers Association/Bank Administration Institute’s Graduate School of Retail Bank Management.

John Ballengee, President/CPO of United Way of Central WV said, “With Guy Johnston leading the Generations United to Give Campaign efforts, the United Way and the community will be served very well. Guy’s experience in working

with businesses and community projects will be integral in increasing local social service support through United Way of Central WV. This year's campaign theme reminds us that regardless of age, background or beliefs, we all can make an impact in improving the lives of others and strengthening our community. It's a responsibility we all share, and one that we should all be united."

Contributions to the United Way of Central WV can be made easily online at [www.unitedwaycwv.org/givenow](http://www.unitedwaycwv.org/givenow).

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*United Way of Central West Virginia is a volunteer-led, volunteer-driven organization representing Boone, Clay, Logan, Kanawha and Putnam counties. From the board of directors to fundraising volunteers to others who lend a hand each year, all ensure United Way continues to make an impact on the issues that matter most. 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](http://www.unitedwaycwv.org) or call 304.340.3500.*