

NEWS RELEASE



FOR IMMEDIATE RELEASE

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EVERYTHING’S GROOVY AT FIFTH ANNUAL POWER OF THE PURSE FUNDRAISER

Community Action Agency, AWARE, Do’Chas II Receive \$27,000 in Proceeds

JACKSON, MI [Nov. 24, 2014] – More than 300 people took a 1960s’ trip, only this one was perfectly legal: “Peace, Love and Purses” was the theme at this year’s Power of the Purse, which raised \$27,000 for three very deserving community agencies. The Women’s Leadership Council for the United Way of Jackson County hosted the fifth annual event on Nov. 7, presented for the third year in a row by CertainTeed Saint Gobain.

“Once again, local businesses, community leaders, WLC members, guests and volunteers showed outstanding support,” said Melissa Callison, chair and a founding member of the Women’s Leadership Council of the United Way of Jackson County.

WLC’s mission is to see women and children succeed.

Attendees bid on over 60 prize-filled purses donated by area businesses and individuals. The programs benefitting from the event are:

- Community Action Agency, which provides assistance with emergency aid, community development, income tax preparation, parent and elementary education, home weatherization and other areas of need.
- AWARE, which provides free assistance, counseling, shelter and support for victims of domestic abuse.
- Do’ Chas II, aiding vulnerable youth who age out of foster care to improve their academic success.

Lindsey Edwards, communications and public affairs specialist at Gerdau, said her company and colleagues were enthusiastic supporters. “In addition to being a corporate sponsor the past two years, our employees have raised money to purchase a purse valued at \$500 or more for the past three years,” she said. “We were thrilled to see the purse we donated this year raised \$800, which was more than the value of the purse.”

Gerdau and 27 others sponsored tables. Bart Hawley lead the evening as Master of Ceremonies, Marc Daly served as disc jockey, using equipment generously donated by Pro DJ’s, and Tim Bos (a.k.a. Elvis), Bos-Walters Auctioneers and Associates, led the live auction portion of the night. Chris Kitley of AG Chocolates, another long-time supporter, overcame equipment woes to provide truffles for attendees throughout the evening.

“It’s exciting to see so many people in our community gathering to make a difference in the lives of others. I’m thrilled to be part of this effort,” Callison said.

About the Jackson Women's Leadership Council

The Jackson Women's Leadership Council combines individual talents and donated time to raise awareness and funds for programs that address the needs of women and children. Members are offered more than a dozen volunteer opportunities every year to promote WLC's mission and effect positive change. On the Web: <http://uwwlcjackson.org/>.

About United Way of Jackson County

United Way of Jackson County mobilizes the caring power of the community to provide opportunities for a better life for all Jackson County residents by focusing on helping children succeed in school, making sure families are financially stable, and helping people achieve and maintain good health. On the Web: www.uwjackson.org.

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