

## Lake Area United Way

The Colby Building  
221 W. Ridge Road  
Griffith, IN 46319-1097  
Phone: (219) 923-2302  
Fax: (219) 923-8601  
[www.lauw.org](http://www.lauw.org)



Contact: Robert K. Scott, Jr.  
Vice President, Marketing &  
Communications  
(219) 923-2302, Ext. 307

**FOR IMMEDIATE  
PUBLICATION**  
April 9, 2010  
bscott@lauw.org

## **Lake Area United Way Surpasses 2009-10 Campaign Goal Despite Economy**

*Contributions to local United Way challenge national and state giving trends*

(Griffith, Indiana) – The Lake Area United Way announced today it has completed its 2009-10 campaign and, despite a touch economy, the local community planning and fundraising organization surpassed this year's goal.

In revealing the final results, leaders from Lake Area United Way said they barely edged out their goal of \$5,000,000 by just \$6,000 to raise \$5,006,000.

"The good news today is the people of our community contributed a lot of money in a very challenging economy," said Aria Mazer, Lake Area United Way's 2009-10 Campaign Co-Chair.

She along with her husband Rick Mazer, the former regional president and general manager of Horseshoe Casino in Hammond, led the annual campaign for Lake Area United Way. During the campaign, Mr. Mazer accepted a new position and is now the new Regional President for Harrah's Western Division in Las Vegas, Nevada.

"In a year when so many could have chosen not to give or get involved in some way, thousands of people and organizations stepped forward, dug deep and generously gave. It's a testament to the spirit and generosity of this community," Rick Mazer added.

The local results, while positive, show how the recession has impacted other United Ways and nonprofit organizations across the U.S. On a statewide basis, the 63 Hoosier chapters are expected to raise \$89 million this year compared to \$96 million one year ago. Two years ago, the Indiana United Ways collectively raised \$100 million. Nationally local United Ways saw contributions fall an average of 5 percent.

"We knew this year was going to be challenging," said Rick Mazer. "We're very excited about the tremendous support and generosity given in this year's campaign. We have a very compassionate community, even during difficult times."

Funds raised stay local to support critical health and human-services. In all, LAUW supports 33 local member agencies and special initiatives that help children and youth succeed in-and after school, provide opportunities to families and people with disabilities, provide shelters for abused women, build strong neighborhoods, and provide the basics of life in times of crisis and tragedy.

For more information, please go to: [www.lauw.org](http://www.lauw.org).

###