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United Way of North Central Florida receives an Award of Distinction from state-wide Public Relations organization

GAINESVILLE, Fla (Aug 27, 2018) – United Way of North Central Florida’s United Way Express recognized at the Florida Public Relations Association Annual Golden Image Awards celebration.

On Tuesday, August 7, United Way of North Central Florida won an Award of Distinction at the state-wide annual Florida Public Relations Association (FPRA) Golden Image Awards celebration. The award is presented to entries that meet the standards of excellence set by a panel of judges in the public relations field.

The Community Relations category entry focused on the United Way Express bus tours. These tours, sponsored by Candies Coachworks, take donors to three United Way Community Impact Partner Agencies to give donors a firsthand look at how their donations help the families and individuals in the six-county area.

According to FPRA’s website, the Golden Image Awards competition included awards such as Award of Distinction, Golden Image Award, Judges’ Award, Grand Golden Image Award, and Dick Pope All Florida Golden Image Award. According to FPRA’s website, “to qualify, a Golden Image entry must incorporate sound public relations research and planning.” These entries included high standards of production, execution and evaluation of results and budget.

United Way of North Central Florida is offering more United Way Express tours in the coming months. To save your seat on the bus, please contact Dana Clayton at dclayton@unitedwayncfl.org

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United Way of North Central Florida has been a staple in the community since 1957. We serve a six-county area that includes Alachua, Bradford, Dixie, Gilchrist, Levy and Union counties. Since our inception, we have raised nearly \$100 million for the region. Our mission is to positively impact the education, health and financial stability of the people living in our region. Since 2011, we have consistently received four out of four stars from Charity Navigator for accountability and transparency. We have also been awarded a gold rating for GuideStar.

Special Thanks to Our Academy Sponsors



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