

Contact: Amy Azoulay, Director of Communications  
United Way of North Central Florida  
352-333-0854; [aazoulay@unitedwayncfl.org](mailto:aazoulay@unitedwayncfl.org)



United Way  
of North Central Florida

## MEDIA ADVISORY

### ***United Way of North Central Florida, St. Francis House and GEICO Partner to Give Away a Car***

**GAINESVILLE, FL (Dec. 4, 2019)** — United Way of North Central Florida (UWNCFL) is excited to collaborate with St. Francis House and GEICO to donate a car to a local family in need as part of the Recycled Rides® program, a national program that provides refurbished cars to needy families.

The recipient, Nakisha Mayo, was nominated by St. Francis House/Arbor House and chosen from seven local families nominated by United Way Community Impact Partners.

“As the largest auto insurance company in Florida, GEICO is very honored to be able to give back to our community in this way,” said GEICO Public Affairs Coordinator, Teresa Knab. “It’s my pleasure to be a part of this event and wish Nakisha and her family many miles of enjoyment on the road ahead.”

Mayo is a single mother of two children and not having a vehicle has been a constant struggle on her family’s ability to, not only survive, but thrive in the community. The opportunity to be chosen to receive this car from GEICO and Recycled Rides will significantly improve the lives of Mayo and her family.

“We are so pleased to partner with GEICO on this heart-warming opportunity to help a family living and working in our community,” said UWNCFL President & CEO, Mona Gil de Gibaja. “Nakisha is just one of the many people living in north central Florida, struggling to make ends meet.”

This population is **ALICE**, **A**sset **L**imited **I**ncome **C**onstrained **E**mployed, and roughly 50% of individuals living in Alachua County fall within that threshold, explained Gil de Gibaja.

“This generous donation is a step in the right direction in helping Nakisha and her family on their journey to reaching their financial goals,” said Gil de Gibaja.

**WHAT:** GEICO and Recycled Rides Car Presentation

**WHEN:** Monday, December 9, 2019 from 11:30 a.m. – 1 p.m.

**WHERE:** Gatorland Collision Center, 751 NE 34<sup>th</sup> Place, Gainesville FL 32609

**For more information about GEICO, please contact Teresa Knab at 863-619-4985 or [tknab@geico.com](mailto:tknab@geico.com). For more information about St. Francis House and Arbor House, please contact Rita Lawrence at [sfhcase2@stfrancis.cfoxmail.com](mailto:sfhcase2@stfrancis.cfoxmail.com).**

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*United Way of North Central Florida fights for the health, education and financial stability of every person in our community and has been a staple in North Central Florida 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 top priority is to create real social change that leads to better lives and healthier communities for North Central Florida.*

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6031 NW 1st Place • Gainesville, FL 32607-2025  
352-331-2800 (tel) • 352-331-2111 (fax)  
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