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United Way  
of North Central Florida

FOR IMMEDIATE RELEASE

***United Way of North Central Florida wins two awards from statewide Public Relations organization***

GAINESVILLE, FL (Sept. 5, 2019) — United Way of North Central Florida (UWNCFL) has been recognized once again at the Florida Public Relations Association (FPRA) Annual Golden Image Awards celebration.

On Tuesday, August 6, United Way of North Central Florida won an Award of Distinction and a Judges' Award at the state-wide annual FPRA Golden Image Awards celebration. An Award of Distinction is presented to entries that meet the standards of excellence set by a panel of judges in the public relations field. A Judges' Award is presented by the judges for an outstanding entry that achieves maximum results while using a minimum amount of money.

The Online Promotion category entry focused on UWNCFL's 2018 fundraising efforts for their ReadingPals program as a part of The Amazing Give, a 24-hour day of giving sponsored by the Community Foundation of North Central Florida.

As a result of this public relations campaign, nearly \$8,000 was raised for ReadingPals, UWNCFL's early-literacy initiative that helps to improve third grade reading levels by pairing students with volunteer mentors for one hour per week throughout the school year.

FPRA's 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.

In addition to being recognized at the state-wide competition, UWNCFL also won an Image Award, Judges' Award and Grand Image Award at the local FPRA Gainesville Image Awards ceremony on April 18.

To learn more about UWNCFL's ReadingPals program or to become a volunteer mentor, please visit [www.readingpalsgnv.org](http://www.readingpalsgnv.org).

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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.***

Special Thanks to Our Academy Sponsors



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