



United Way of  
Williamson County

## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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## H-E-B Employees Raise \$1 Million in Central Texas for Annual United Way Campaign

*“Guest baggers” from United Way to show their appreciation on October 26<sup>th</sup>.*

**Round Rock, Texas – October 22, 2010** – Proving that a recession is a perfect time to give, H-E-B employees kicked off this year’s United Way campaign season by pledging more than \$1 million to the United Ways in Central Texas. Smashing their previous giving record, thousands of H-E-B employees from 54 stores in Central Texas gave \$1,029,974.02 – a nearly 25 percent increase from 2009. The completely H-E-B employee-driven campaign was made possible by store coordinators reminding their fellow employees that giving was not only important and necessary, but also easy.

“It’s important to recognize that this was not a corporate effort, said Leslie Lockett Sweet of H-E-B. “This was driven completely on the ground level, by motivated and giving people, who wear H-E-B nametags. H-E-B employees not only give of their financial resources to help fellow Central Texans, they give of their time. Last year alone, partners contributed thousands of hours of volunteer service throughout our community.”

To show their appreciation, United Ways in Williamson, Travis and Hays counties will host a “Thanks A Million” event on Tuesday, Oct. 26 from 10-11 a.m. in a select H-E-B store in each county. **In Williamson County, the H-E-B *plus!* Located at 651 N US Highway 183 in Leander will host “guest baggers” and greeters from United Way of Williamson County’s (UWWC) Board of Directors and staff.** Additionally, the Austin Toros mascot will be seen bagging groceries and thanking H-E-B partners for their generosity in the community.

“H-E-B employees’ gifts are a significant source of support for United Way’s work in Williamson County,” remarked LeAnn Powers, Chief Professional Officer at United Way of Williamson County. “The money raised through the generosity of the partners, along with that of many others throughout our county, will assist UWWC and its partner agencies in their efforts to address critical social issues in the areas of education, income and health. This million-dollar gift to the Central Texas community is the perfect example of H-E-B’s ‘Helping Here’ slogan.”

For more information on the programs supported by United Way of Williamson County stop by and visit with the guest baggers at the Leander H-E-B *plus!* store on Tuesday, October 26<sup>th</sup> from 10-11 a.m. or visit [www.unitedway-wc.org](http://www.unitedway-wc.org).

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