

## NEWS RELEASE

*For more information:*

Sarah Hayden  
330-491-9954  
sarah.hayden@uwstark.org



### FOR IMMEDIATE RELEASE

## **United Way launches Stark County Saves Week through Sat., Feb. 6 *Financial stability presentations available through Apr. 15***

(Canton, OH) Feb. 1, 2010—United Way of Greater Stark County's Financial Stability Partnership kicks off tax season with Stark County Saves Week through Sat., Feb. 6. Stark County residents are being encouraged to build and maintain wealth as a part of long-term family financial stability goals. Savings tips and pink piggy banks are being distributed to encourage individuals to save towards their financial goals.

United Way Financial Stability Partnership volunteers are available to give tips and professional advice to employees. Free, professional Financial Stability presentations for Stark County businesses and organizations are available through United Way. Contact Director of Workplace Giving Angela Perisic at 330-491-9952 or [angela.perisic@uwstark.org](mailto:angela.perisic@uwstark.org) to schedule a presentation at your organization.

There is a common myth that low- to moderate-income families are unable to save towards financial goals. However, research proves income does not dictate spending and saving habits. Although those with fewer financial resources may not be able to save as much wealth as their more affluent peers, with the right habits, they can build wealth over time. For savings tips visit [http://www.uwgsc.org/Stark\\_County\\_Saves\\_Week.php](http://www.uwgsc.org/Stark_County_Saves_Week.php).

United Way's Financial Stability Partnership goal is to boost efforts towards a positive economic future for residents of Stark County. The partnership includes members from Consumer Credit Counseling Services, Attorney General of the State of Ohio, Stark County Auditor's office, representatives of United Way service providers, United Way's 2-1-1 Information and Referral and community volunteers.

For more information about Stark County Saves Week, please contact Pete Schaeffer, director of Impact Councils, at (330) 491-9986 or [pete.schaeffer@uwstark.org](mailto:pete.schaeffer@uwstark.org).

United Way of Greater Stark County is a not-for-profit organization that seeks to improve lives in measurable and lasting ways by mobilizing thousands of people around a common goal: advancing the common good. United Way funds programs that focus on Early Education & Care, Graduation & Training and Family Stability. United Way believes these are the building blocks for a good life and that a quality education leads to a stable job, enough income to support a family through retirement, a safe place to live and good health.

For more information about United Way visit [www.uwstark.org](http://www.uwstark.org). Headquarters are at 4825 Higbee Avenue NW, Suite 101, Canton, Ohio 44718. Dial (330) 491-0445 to reach the offices.

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