

Press Release



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PricewaterhouseCoopers donates its holiday party to boost United Way fundraising effort

Party to raise funds for Road to Recovery Campaign

SAN FRANCISCO, December 3, 2008 – United Way of the Bay Area is pleased to announce that PricewaterhouseCoopers has donated its holiday party to boost United Way's Road to Recovery Campaign. The donation is part of a nationwide PricewaterhouseCoopers donation of \$1.5 million during the holiday season to give back to communities and help people in need. The firm's financial contribution is accompanied by a significant effort that encourages its 30,000 partners and staff to volunteer time to charitable causes during the holiday season.

"This year, in recognition of the increased needs within our community, we have decided to donate our annual holiday party to United Way, which is transforming it into a wonderful fundraising event for their Road to Recovery Campaign," said Alan Page, Managing Partner of the PricewaterhouseCoopers San Francisco office. "The United Way holiday party will celebrate and support United Way and the other nonprofits that serve our community's neediest families during these tough times."

Anne Wilson, CEO of United Way of the Bay Area, said, "We are delighted by PricewaterhouseCoopers generous gift, which will help us continue to spread the word about our Road to Recovery Campaign. 100 percent of the proceeds from the party will be used to ensure Bay Area nonprofits can continue to serve the Bay Area families who have been hit hardest by the economic crisis."

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PricewaterhouseCoopers Donates Holiday Party – page 2 of 2

WHAT: United for the Holidays gala
WHO: Open to the public, visit www.uwba.org to reserve tickets
WHEN: Thursday, December 18 at 7 p.m.
WHERE: “LIVE!” @ 888 Brannan (formerly the Giftcenter Pavilion)
COST: \$100 per person, includes dining, drinking and dancing
INFORMATION: www.uwba.org or Kelly Ryan, email: kryan@uwba.org

About United Way of the Bay Area

United Way of the Bay Area is a nonprofit organization that creates pathways to prosperity for the most vulnerable in our community by focusing on the essential building blocks of education, income and health. We help children achieve their potential, promote financial stability for low-wage adults and strive to improve health for everyone. Each year, we raise more than \$40 million to support community organizations. United Way also convenes partners across sectors, advocates for policy change, runs community programs and educates residents about the issues most vital to a resilient community. Founded in 1922, United Way of the Bay Area serves Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo and Solano Counties. For more information, visit www.uwba.org.

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