

## FOR IMMEDIATE RELEASE

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## UNITED WAY OF ESSEX AND WEST HUDSON CELEBRATES ITS 95<sup>TH</sup> ANNIVERSARY

### GRAND GALA HONORS THE NEW YORK JETS, FEATURES GOVERNOR PHIL MURPHY

*New Jersey U.S. Attorney Craig Capernito and Mayor Ras Baraka also slated to attend  
This is United Way's largest fundraiser to promote education, health, and financial stability*

**Newark, N.J., October 4, 2018** – United Way of Essex and West Hudson (UWEWH) is celebrating 95 years of commitment to fighting the root causes and ravages of poverty in Newark and other Essex and Hudson County neighborhoods. The celebration takes center stage tonight during a grand gala at The Mezzanine in Newark, at 6:00 p.m. New Jersey Governor Phil Murphy, U.S. Attorney Craig Capernito, and Newark Mayor Ras Baraka are slated to speak, and the New York Jets will be honored for their community service programs benefitting the nation's youth.

UWEWH will give special recognition to the New York Jets for their Character Playbook™ course and the Jets Tackle Bullying Program. Character Playbook is an innovative digital learning experience that uses evidence-based strategies to educate students on how to cultivate and maintain healthy relationships during their critical middle school years. In addition, Jorge A. Caballero, a partner with Deloitte Tax LLP, will be honored tonight.

“As we celebrate our 95<sup>th</sup> anniversary, we are ever mindful that the need for United Way of Essex and West Hudson is still as great today as it was in 1923. Sadly, poverty continues to wreak havoc on our communities,” said **UWEWH President and CEO Catherine Wilson**. “At this time, we are redoubling our efforts and strengthening our resolve to improve the quality of life for the men, women, children, and families that we serve.”

UWEWH is known for leading-edge programs in education, health, and economic empowerment. The gala is one of its largest fundraisers, which allows the organization to sustain these programs. Organizers of tonight's celebration are targeting a substantial increase in net proceeds, which will be used to continue the organization's community impact.

### **About United Way of Essex and West Hudson**

As one of the Greater Newark Area's longest-serving anchor institutions, United Way of Essex and West Hudson is committed to building stronger, more vibrant communities through programs and service initiatives that address the root causes of community concerns. UWEWH exists to improve the lives of individuals, children, and families within its footprint by focusing its resources on three core areas: health, education, and economic empowerment. Since it began in 1923, nearly \$1 billion has been raised benefitting millions of residents throughout the Essex and West Hudson region. Learn more about UWEWH at [uwewh.org](http://uwewh.org) and follow us on [Facebook](#).

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