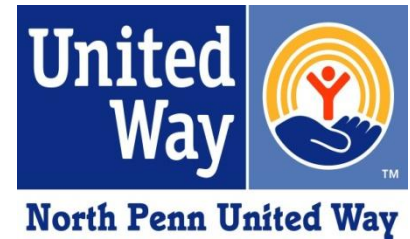


FOR IMMEDIATE RELEASE

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NORTH PENN UNITED WAY **INCREASES CAPACITY TO SERVE COMMUNITIES**

New Director of Community Impact, and Director of Communications Named

HATFIELD, PA- October 24, 2011- The North Penn United Way, whose service area covers the North Penn and Indian Valley communities of Montgomery County, PA, has named Linda Abram, Director of Community Impact, and Stephanie Simon, Director of Communications.

Abram, who has been in her position since August, will be responsible for providing strategic leadership in order to direct strategies, policy, processes, programs and partnerships/collaborations related to the Community Impact goals of the organization. Abram formerly served as the Family and Community Engagement Specialist for the North Penn School District, where she was responsible for family and community partnerships, volunteers and leading the engagement efforts throughout the district's 18 schools.

"I came to the North Penn United Way at a very exciting time," said Abram. "As a result of the hard work of many before me, the organization is now poised to take on a leadership role in the community to improve the lives of residents in the North Penn and Indian Valley region. I believe we will mobilize the caring power of our community and truly make a measurable difference in our community through our new Investment Plan and Process."

Abram has lived in the Lansdale community since 1977 and is deeply committed to improving lives for its residents.

Simon, who started in the newly developed Director of Communications position in mid-October, will be responsible for all of the internal and external communications efforts on behalf of the organization.

Prior to her appointment as Director of Communications, Simon ran her own Public Relations/Marketing/Special Events consulting company under the banner of Alhan Communications which was located in North Wales, PA. As Principal of Alhan Communications Simon represented regional businesses and non-profit organizations. In this role she provided media relations, writing, special event implementation and promotion, and marketing strategy services to an array of clients for over a decade.

“This is an extremely exciting time to begin working with the Board and the professional staff of the North Penn United Way,” said Simon. “I’m looking forward to working with the team of dedicated and enthusiastic individuals that make up this organization, and I’m anxious to begin spreading the word about all of the stimulating work the United Way is undertaking and all of the opportunities that exist for community members to become involved with our programs and initiatives.”

North Penn United Way’s Executive Director, Sarah Whetstone reports “the addition of Linda and Stephanie to our professional staff will have a tremendous impact on how we continue to engage and monitor community involvement, and the way in which we are able to communicate with our many, and varied, constituents. As an organization we are in the midst of an exciting journey toward increased community impact. Linda and Stephanie will be integral to the success of our newly established goals and vision.”

For more information about the North Penn United Way contact Stephanie Simon at 215-855-3002, s.simon@npuw.org or www.npuw.org.

About North Penn United Way

The North Penn United Way (NPUW) is a volunteer-driven organization that works to increase the financial resources for the community’s non-profit organizations. Founded in 1945 by the business community, the North Penn United Way improves people’s lives by mobilizing the caring power of donors, volunteers and communities. Through collaboration, programming and a tradition of leadership, United Way focuses on producing results in the areas of education, income, and health.

The North Penn United Way is comprised of you, your neighbors, your friends, and your coworkers. The North Penn United Way is one of approximately 1,400 affiliated United Ways nationwide. Each United Way is independent, separately incorporated, and governed by local volunteers. Visit www.npuw.org for more information.