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Local United Way Welcomes Chief Marketing Officer *Kerry Morgan Named as Sr. Vice President of Marketing and Communications*

Washington, DC— June 15, 2010, United Way of the National Capital Area (UWNCA) has announced Kerry Morgan, as its Senior Vice President for Marketing and Communications.

Morgan joins United Way with more than 20 years of marketing and communications experience for business and nonprofit organizations. Her recent work as Chief Marketing Officer for [Prison Fellowship Ministries](#) has well prepared her to respond to the challenges of a nonprofit that works to make a difference in the lives of those in need. Prior to her tenure with the Prison Fellowship, Kerry held VP level positions in the field of telecommunications. She received CIO magazine's 50/50 Award for Best Intranets, a Telly award for a corporate video and two Addy awards for sales promotion materials.

“Kerry brings a wealth of nonprofit and strategic marketing experience, and she is uniquely positioned to lead our marketing effort in an incredibly dynamic environment,” said Bill Hanbury, UWNCA President and CEO. “Kerry will lead the charge in strengthening our brand among new donors and partners, and communicating to our existing stakeholders the great work we do in this community.”

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As the Senior Marketing officer for United Way, she will work to increase visibility of critical needs and highlight the important progress United Way is making with community partners.

About United Way:

United Way of the National Capital Area (UWNCA) advances the common good by creating opportunities for a better life for all. For more than 30 years, we have worked to improve lives and neighborhoods in the District of Columbia, Northern Virginia, Montgomery County and Prince George's County. By engaging experts from the public, private and nonprofit sectors, we successfully identify strategic solutions to our region's toughest challenges and are able to direct funding where it is needed most. United Way continues our commitment to collaborating with more than 650 community partners and addressing critical needs in the areas of Education, Income and Health- the building blocks for a good quality of life. By doing this we enrich the lives of residents throughout the National Capital Region! For more information, visit www.UnitedWayNCA.org.

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