



**Press Release
For Immediate Release**

Contact: Tony Eberhardt
Marketing Communications Specialist
United Way of Escambia County
Phone: 850-444-7035 (direct)
Email: tony@unitedwayescambia.org

LOCAL COMMUNITY CONTINUES ITS GENEROSITY

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The Escambia County community mobilized quickly after two EF3 tornados devastated more than 500 properties in Northern Escambia and Pensacola. Local nonprofit agencies such as BRACE, American Red Cross, MANNA, St. Vincent DePaul, Catholic Charities of Northwest Florida and The Salvation Army arrived swiftly and continue to provide direct aid for the families who desperately need assistance. WEAR ABC-3, Cat Country 98.7/NewsRadio 1620, Soft Rock 94.1, ESPN—Pensacola and United Way of Escambia County gathered for a second consecutive Friday at Cordova Mall to collect funding for disaster relief. 13 hours after media partners set up, United Way of Escambia County tallied the outpouring of our community's compassion. When combined with funds generated online at 6 p.m., \$135,057 was raised to aid immediate and long-term recovery for Northern Escambia and Pensacola citizens.

When called upon for a second week of support, the community stepped up its generosity and nearly **doubled** its giving. The funds raised during today's live remote combine with last Friday's total of \$68,567 to create a \$203,624 impact in only two days of giving. The grand total for the Tornado Relief Funds is now \$274,249, every dime of which will go toward helping the families who most need assistance.

All donated funds stay in Escambia County and support local relief efforts. Many of the affected families in Northern Escambia have an annual household income of \$7,000 to \$15,000 and do not have the resources to recover. In Pensacola, the storm leveled a low-income apartment complex and impacted an estimated 300 residents. The raised funds will serve as the first step toward ensuring that local families are able to rebuild.

Local support from the multitude of caring citizens left a lasting impression on media personalities present throughout the day. WEAR ABC-3 News Anchor Laura Hussey said, "This community gives me hope. Sometimes it's very easy to focus on bad events or stories. Today's huge outpouring of support reminds me that there's much more good in our area than bad." Through continued generous support from this community's passionate donors, we have funds to help our neighbors in Northern Escambia and Pensacola heal.

If you would like to contribute to the relief fund, please visit www.helpNWFLrecover.org. You can also continue giving all weekend. Cumulus Media will host live remotes across Pensacola on Saturday to raise donations. Join top, award-winning Pensacola chefs this Sunday at the Pensacola Bay Brewery to taste their dishes while donating to tornado recovery. The evening kicks-off at 3 p.m., and food will be served until it runs out. Come early, and come hungry!

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