PRESS RELEASE
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UWF STUDENTS PERSUADE CLASS TO DONATE TO GULF COAST KID'S HOUSE

A pair of convincing students won over the hearts and wallets of their peers and professor as part of their Business and Professional Communication Class at the University of West Florida. Don Kerrigan and Parker Eiler were voted "most persuasive" after a series of presentations to their classmates.

This summer semester's class led by Professor Rick Scott, asked the students to donate to a fund that would be given to the charity of choice of the winning team. The teams selected a charity at the beginning of the semester and then presented an informative presentation followed by a persuasive one, which included details about the financial responsibility of the charity as well as how their donations would be budgeted and spent.

Kerrigan, an engineering student, and Eiler, majoring in business, agreed on Gulf Coast Kid's House as their charity because it's locally supported, child focused and financially transparent. "We chose the Kid's House after we started researching through their website and learned more about what they did for children right here locally," shared Eiler. The team presented a check for $150.00 collected from the students and matched by their professor to Gulf Coast Kid's House on Monday.

Gulf Coast Kid's House, Inc. an independent 501(c)(3) not-for-profit organization that receives 70% of its support from the community. In 2015, Gulf Coast Kid's House provided services to over 3,100 abused and neglected children. The trained professionals under one roof investigate, treat, and prosecute cases of child sexual and physical abuse, and severe neglect; education in child abuse prevention is also provided.

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