

MEDIA ALERT

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FOR IMMEDIATE RELEASE

United Way announces 2007 Campaign Chair



Springfield, Oregon – Why would a busy professional take on the daunting task of chairing the local United Way’s annual campaign? Months spent at weekly meetings, strategy sessions with key volunteers, and hundreds of phone calls are enough to dissuade most people from taking on such a task. For the 2007 United Way Campaign Chair, Bob Harris, the answer is easy.

“I’ve been blessed with a comfortable life in a wonderful community,” says Harris, “and I know I am on of the fortunate few. Working to make my community a better place for those who haven’t had my advantages just feels good. And, it’s the right thing to do.”

As president of Pacific Cascade Federal Credit Union (PCFCU) for the last 15 years, and a 31-year career in the credit union business, Harris has had the opportunity to work with people from all walks of life. Prior to living in Eugene, Harris and his wife Jenny lived in Portland where Harris was with the United Grocers Credit Union. Their three adult children are all University of Oregon graduates even though their mom and dad proudly fly the orange-and-black as OSU alums!

Harris’s affiliation with United Way of Lane County goes back seven years when he first ran a United Way workplace campaign at Pacific Cascade Federal Credit Union. Each year he’s gotten a little more involved with United Way until this year when he agreed to take on the lead role in the 2007 campaign.

“It’s a big responsibility,” he says, “but I’m really proud to have been asked to take it on. I’ve watched United Way go from being primarily a fundraiser to its current focus on community impact. As the leader of strategic initiatives that tackle root causes of problems, United Way is making real change happen. And that’s exciting to be a part of.”

Harris’s office is located at PCFCU’s downtown branch at 1075 Oak Street in Eugene and can be reached at 541-284-5967. Pacific Cascade Federal Credit Union has offices in Eugene and Springfield.

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