



United Way
Manitowoc County, Inc.

FOR IMMEDIATE RELEASE

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CNH Industrial and United Way Deliver Snacks Packs for a Company Day of Caring

Manitowoc, Wisconsin (October 11, 2018) In September, Case New Holland (CNH) Industrial in St. Nazianz participated in a Company Day of Caring, a United Way Manitowoc County initiative that promotes engagement and volunteerism in the community through the workplace.

CNH Industrial chose to assemble “snack packs;” kits featuring an age appropriate book, snack, water bottle, personal note from CNH Industrial and community resource materials. This project supported the company’s philanthropic focus areas of education and food security.

CNH Industrial and UWMC staff recently delivered 60 kits to Valders Elementary School. The snack packs have been distributed to Kindergarteners. These snack packs are impactful because there are many children who do not bring a snack from home. There are a variety of reasons as to why some kids come to school without a snack and these snack packs allow students to be included in snack time, no questions asked. Additionally, because those students are not going hungry, they are better equipped to stay focused on learning, socializing and growing.

The kit’s book also impacts the children. Valders Elementary School principal, Jason Procknow, stated that, “books are the gift that keep on giving.” A book from these snack packs becomes one of the children’s very own that they can add to their shelves at home.

Businesses across Manitowoc County can partner with UWMC for Company Days of Caring. UWMC creates unique and individualized volunteer options that meet business’s missions and goals. Partnering with UWMC adds value to employee experiences through team building activities to enhance the company’s mission while contributing to the community. UWMC has partnered with companies like CNH Industrial, Comcast, Associated Bank and Huntington Bank. If you are interested in bringing the Company Days of Caring program to your workplace, call the United Way Manitowoc County office at 920-682-8888.

United Way Manitowoc County: UWMC envisions a community where all people achieve their human potential through education, financial wellbeing, and healthy lives. We accomplish this through volunteer and resource development, partnership building, and advocacy. United Way Manitowoc County is part of United Way Worldwide, a network of more than 1,800 communities working together to improve lives by mobilizing the caring power of people. For additional information, visit www.unitedwaymanitowoccounty.org or call (920) 682-8888.

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