

Abby Desboro

812-235-6287

adesboro@uwwwv.org

www.uwwwv.org

PRESS

RELEASE

FOR IMMEDIATE RELEASE:

1/23/19

UNITED WAY OF THE WABASH VALLEY AND TERRE HAUTE CHEVROLET GIVE AWAY A NEW CAR

Terre Haute – This fall when the United Way kicked-off their annual Resource Drive, they began their work to focus on their bold goal to move 10,000 families out of financial struggles and into stability. In order to do this they facilitated their annual Resource Drive to build a community impact fund with an added incentive to new or increasing donors. One lucky United Way of the Wabash Valley donor will be driving a new 2018 Chevy Spark! Terre Haute Chevrolet has “Joined the Fight” with United Way and for the 8th consecutive year they have remained as the United Way of the Wabash Valley Resource Drive incentive sponsor.

Richard Payonk, Executive Director of United Way of the Wabash Valley stated, “We are thrilled to award this year’s campaign incentive to a deserving individual who has Joined the Fight in our community. And we owe a great deal of thanks to Terre Haute Chevrolet for their generous donation of a new Chevy Spark to our United Way and being a great community partner.”



Donors earned chances to win the car based on their donor support. Any donation of at least \$25 from a new donor, or a donation from a previous donor that has increased from the previous year by at least \$25, automatically entered the donor in the drawing for the new car. A new gift of \$50 equaled two entries and so on. There was also an incentive to local workplaces by giving two additional entries for every donor at any workplace that increased their number of donors by 20% from 2017. This year there were 5,118 entries from 860 donors. This resulted, in donations of \$133,674.

“Terre Haute Chevrolet and the Romain Automotive Group are proud supporters of the United Way and all they do for our community. Our partnership with the United Way goes directly to the core of our culture, both personally and professionally. And, we enjoy being able to give back to the community,” said Kevin Cauble, General Manager.



Three names were drawn at random from the campaign incentive entries. The finalists include: Dr. Andy Morgan from Indiana State University, Sarah Dehler from First Financial Bank, and Suellen Wegner from Terre Haute Savings Bank. Those three individuals met at Terre Haute Chevrolet to try their luck at picking the correct key that will start the car. Sarah Dehler from First Financial Bank, was the lucky winner by starting the car! The remaining two contestants each received a complimentary car detail from Terre Haute Chevrolet.



“I turned the key and won a car. When it started I was nervous and excited all at the same time!” stated Dehler.

The car will be officially awarded to the winner at the United Way of the Wabash Valley’s Annual Meeting on Thursday January 31st beginning at 5:00p.m. at Indiana Theater.

###

United Way of the Wabash Valley is an organization looking to go beyond temporary fixes to create lasting change in our communities throughout our six-county region. By bringing together volunteers, companies, and organizations focused on innovative solutions, we impact thousands of lives every year right here in the Wabash Valley. Our new bold goal is to move 10,000 local families out of financial struggles. For more information, please visit, www.uwwwv.org.

About Romain Automotive Group (Terre Haute Chevrolet) Since 1964, the Romain Automotive Group has experienced continuous growth. Operating dealerships that represent several new vehicle brands, including Chevrolet in Terre Haute, as well as quality selections of the most in-demand pre-owned cars, trucks, and SUVs at market competitive prices. Since its inception, Romain Cross Pointe Auto Park has strived to deliver a unique dealership experience to each customer. The dealership’s pursuit of quality customer service is paramount and comes from our commitment to ongoing company and manufacturer training.

###

