

United Way Blackhawk Region

205 North Main Street, Suite 101
Janesville, WI 53545-3062

Tel 608 757.3040
Fax 608 757.3055
LiveUnitedBR.org

**United Way
Blackhawk Region**



MEDIA RELEASE

August 28, 2017

For immediate release:

For additional information contact:

Mary Fanning-Penny

608.314.8422 or mfanning-penny@lubr.org

Crist to Join United Way

United Way Blackhawk Region hires new marketing and engagement manager.

JANESVILLE – Katie Crist has been selected as United Way Blackhawk Region’s new marketing and engagement manager.

United Way Blackhawk Region President Mary Fanning-Penny said the marketing and engagement manager fills a vital role on United Way’s team.

“This position is responsible for delivering a dynamic message that inspires the public to Live United by giving, advocating or volunteering,” Fanning-Penny said. “I believe Katie’s education, enthusiasm and skills will serve this role well, particularly her strong interpersonal communication, knowledge of sales and marketing strategies, donor and community relations, and event coordination.”

Crist has been employed at BLISS Communications for the past year as a marketing and sales consultant. Prior to her position at BLISS Communications, Crist worked in two departments for the University of Wisconsin – Platteville as an Admission Advisor and a Development Officer for the Foundation.

Crist graduated magna cum laude from University of Wisconsin – Platteville in 2014 with a Communication Technologies degree and an emphasis in Public Relations.

Crist will begin her new role with United Way on August 30. The United Way marketing and engagement manager position was vacated in May, when Jonathan Haines resigned to accept a position with Foremost Media.

About United Way Blackhawk Region

United Way fights for the health, education, and financial stability of every person in every community. We win by Living United, by forging unlikely partnerships and by finding new solutions to old problems; by mobilizing the best resources; and inspiring individuals to join the fight against a common foe, each community’s most daunting social crises. United Way

Blackhawk Region Lives United against poverty, family violence, hunger and homelessness to name a few, by providing community grants and resources to 65 human services programs at 33 nonprofit agencies in Rock County, Wis. and northern Winnebago County, Ill. More information is available at LiveUnitedBR.org.

#