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**United Way announces Karen Larrimer and Greg Jordan as  
2015 Annual Campaign Co-Chairs**

Pittsburgh, Pa. (Sept. 23, 2015) – United Way of Allegheny County, now part of United Way of Southwestern PA, recently announced this year’s annual campaign co-chairs: PNC’s Karen Larrimer, executive vice president, chief customer officer and chief marketing officer, and Greg Jordan, general counsel, executive vice president and head of regulatory and government affairs. The annual campaign has shown record growth over the past 10 years, with more than \$34.7 million raised last year to support vital programs and services benefitting residents of Allegheny County.

“United Way can offer companies giving and volunteering opportunities that align with their corporate mission,” Jordan said. “It’s a win-win. They can increase employee engagement, all while supporting United Way’s initiatives which benefit children, vets, women in crisis, seniors and more.”

PNC is committed to the betterment of the community and a long supporter of United Way. Last year, PNC was the second largest workplace campaign in Allegheny County, raising more than \$2.1 million for United Way’s Impact fund.

As dedicated leaders in Pittsburgh’s business community, both Larrimer and Jordan hope to target specific demographics to help raise awareness, participation and donations among young professionals in the corporate space. Additionally, they both have a passion for helping people and giving back to the community and hope to share those beliefs with local businesses to fundraise for this year’s campaign.

“We recognize that how we grew up giving is not necessarily the same today,” Larrimer said. “United Way campaigns in the workplace have changed over the years, so we want to move young professionals into volunteerism and then giving, and hope to continue to grow with them as they grow their careers.”

Larrimer is a United Way of Allegheny County board member and executive committee member. She also volunteers her time with various other organizations, including the PNC Foundation, Goodwill of Southwestern PA, Children’s Museum of Pittsburgh and

more. In addition to his work with United Way, Jordan gives his time to the Allegheny Conference of Community Development, the Extra Mile Foundation and Highmark Inc.

“I align myself with organizations I care about,” Larrimer said. “I tell young people, ‘If you align with those things that you love, you find the time and commitment to carry through and do the things that you should because your passion is there to back it up.’”

This year’s Co-Chairs hope to instill their volunteerism values in their own children by showing the importance of helping others and giving back to the community. As business leaders, both feel it is their responsibility to help better the community, and they believe United Way is the most affective avenue to unite their compassion and corporate expertise to truly make a difference.

“We look forward to a great campaign led by these two dedicated professionals. Karen and Greg have a strong passion for helping people thrive in our community and recognize that United Way will help them achieve that goal,” Jack Barbour, board chair, United Way and CEO, managing director, and chairman of the board at Buchanan Ingersoll & Rooney said.

As part of its annual initiative, United Way’s fall workplace campaigns engage more than 700 local businesses each year, representing more than 60,000 donors. In addition, several thousand individuals in the community donate and volunteer. Last year, donations to United Way’s Impact fund assisted more than 180,000 people in need across Allegheny County, helping to develop children and youth to their full potential, assisting families in becoming financially stable, supporting people rebuilding their lives, keeping seniors safe in their homes, and helping people with disabilities achieve greater independence.

“There are really small things that make the difference between somebody needing help and somebody being in a position to help others,” Jordan said. “I’m lucky enough to be in this position, and I want to make sure that we do all we can to help the United Way help as many people as it can.”

For more information about becoming a volunteer, donating or starting a workplace campaign, visit [unitedwaypittsburgh.org](http://unitedwaypittsburgh.org).

**About United Way of Allegheny County** – United Way of Allegheny County, now part of United Way of Southwestern Pennsylvania serving Allegheny, Westmoreland, Fayette and Southern Armstrong counties, leads and mobilizes the caring power of individuals, the business community and organizations to help local people in need measurably improve their lives. United Way creates long-lasting change for the betterment of our community.