

## FOR IMMEDIATE RELEASE

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### **United Way announces PNC's Karen Larrimer as first female Chair of the Board of Directors**

Pittsburgh, Pa. (*April 19, 2017*) — Today, Karen Larrimer, head of retail banking and chief customer officer of The PNC Financial Services Group, assumed the position of Chairwoman of United Way of Southwestern Pennsylvania's Board of Directors. While many women serve in key leadership roles as part of United Way's staff, board, and executive committees, Larrimer is the first woman to hold this particular position.

Larrimer is a dedicated leader in Pittsburgh's business community and long-time supporter of United Way. She served as United Way's campaign co-chair during the 2015 workplace campaign, has been a member of the Allegheny County Women's Leadership Council for nearly 15 years, served on United Way's Board of Directors, and has dedicated her time and dollars to United Way in various other ways for many years.

As a lifelong resident of Southwestern Pennsylvania, Larrimer is driven by a desire to see her three young children be part of a prosperous community well into the future. She was drawn to United Way by its unique ability to bring agencies together to solve the community's toughest problems.

"It is vital that all children see first-hand that every person can make a difference to improve the quality of life we have here," Larrimer said. "I am gratified to help lead an organization that fosters these values."

As Chairwoman of the Board of Directors, Larrimer will create a five-year strategic plan to build on United Way's successes and continue serving the community in the areas of most critical need. She plans to expand millennial engagement, and look to engage with local corporations in new and different ways. She intends to reach out to small- and mid-size businesses and raise awareness of the great work United Way is already doing.

"Karen is passionate about the work being done at United Way—you see it in the time she has given to this organization and her desire to give back however she can," said Greg Jordan, general counsel and chief administrative officers of The PNC Financial Services Group and 2015 campaign co-chair with Larrimer. "She is a true leader. I think this position is a natural next step for her, and I am eager to see what she accomplishes."

Larrimer also volunteers her time with various other organizations, including the PNC Foundation, Goodwill of Southwestern PA, Children’s Museum of Pittsburgh and more. She hopes that her volunteerism will inspire young people, especially her own children, to give back to their community.

Larrimer is the successor to Jack Barbour, executive chairman, Buchanon, Ingersoll & Rooney PC. With the help of Barbour, Larrimer and other board members, United Way serves as the business community’s agent for doing good work. PNC is a Pittsburgh corporate and philanthropic leader, making Larrimer a leader at one of the community’s most successful and giving businesses.

“Karen has a strong passion for helping people thrive in our community and recognizing that United Way will help them achieve that goal,” Barbour said. “There is no one more qualified to take on this position; she is definitely the woman for the job.”

**About United Way of Southwestern PA** – 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.

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