



**FOR IMMEDIATE RELEASE**

Brian Gregg, Chief Communications Officer

[Brian.Gregg@uwgc.org](mailto:Brian.Gregg@uwgc.org) | 513-762-7115

## **UNITED WAY AND PERFETTI VEN MELLE TEAM UP TO PROVIDE COLLEGE KITS TO FIRST-GENERATION STUDENTS**

*Volunteers needed to help assemble more than 100 kits*

**Cincinnati (June 14, 2021)** Northern Kentucky candy maker Perfetti Van Melle is teaming up with United Way of Greater Cincinnati to produce college success kits for first-generation students headed to campus this fall.

First-generation college students from families with insufficient resources often need more support than students whose parents earned a degree and are familiar with college living. The college success kits will include dorm room essentials, school supplies, toiletries and cleaning products.

“The additional expenses of going away to school can really add up for a family and we’re happy to make a meaningful and immediate impact in our community by sponsoring the United Way Day of Action to prepare College Success Kits for local students,” said Sylvia Buxton, president and CEO of Erlanger-based candy maker, Perfetti Van Melle North America.

“We love this unique opportunity to help young people in our Northern Kentucky community succeed in their education. It’s also a great way our company can honor our tradition of “Community Day” in the pandemic environment when we’re not quite ready to gather our team for a large company service event.”

The college success kits will be distributed to 136 Northern Kentucky students for the 2021-2022 school year. Kit recipients will be identified by Northern Kentucky school districts and these community agencies: Covington Partners; NaviGo; Esperanza Latino Center of NKY; and Education, Empowerment and Respect (EER).

Volunteers are needed to assemble them during United Way’s local Day of Action on Wednesday, June 16. Community members and corporate partners can join in the fun at [UWGC’s Northern Kentucky Center, 2120 Chamber Center Drive, Fort Mitchell](#). Contact Kaeli Erskine at [Kaeli.Erskine@uwgc.org](mailto:Kaeli.Erskine@uwgc.org) or [859-647-5517](tel:859-647-5517).

Moira Weir, United Way’s president and CEO, said moving to college can be an intimidating experience for both students and parents.

“I love the term “success” kits because we really are trying to set them off on the right foot,” she said. “Thank you to Perfetti Van Melle for making this possible and congratulations to our successful first-generation college students for all they have and will achieve.”

### **About United Way**

For more than 100 years, United Way of Greater Cincinnati has developed, supported and strengthened social systems that improve lives in Greater Cincinnati communities. UWGC provides relief for families in crisis, supports families as they establish stronger foundations, and revitalizes systems of support for long-term economic resiliency. United Way is uniquely positioned to bring together and harness the collective power of social service agencies, governments, businesses, donors and more to tackle ingrained, persistent, community-wide problems in a coordinated, comprehensive way that maximizes donor dollars. The generosity of our community, combined with our more than 100 years of experience bringing people together, enables us to support families in a 10-county area across Ohio, Kentucky and Indiana. Additional information about our community impact is available at [UWGC.org](http://UWGC.org) #LiveUnited