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## **DATELINE CORRESPONDENT KEITH MORRISON JOINS UNITED WAY BOARD OF DIRECTORS**

IRVINE, CA (October 6, 2014) – Orange County United Way announced today that award-winning NBC Dateline and Canadian Broadcasting correspondent Keith Morrison has joined its Board of Directors. Morrison’s media career highlights include interviews everyone from presidents and prime ministers, student protestors from Tiananmen Square to criminals, teachers, artists, actors and authors. Morrison was elected to serve a three-year term.

“We are so pleased that Keith has agreed to give his valuable time to helping us advance our mission of improving the lives of local residents,” said Max Gardner, Orange County United Way’s President and CEO. “His extraordinary insights and perspective of social issues will be a big asset to United Way and our FACE 2024 community-wide action plan.”

United Way’s ambitious “FACE 2024” plan was established in late 2013 by the Board of Directors to make a long-term, sustainable impact in the community, with specific, measurable goals:

- **EDUCATION:** cut the high school dropout rate in half
- **INCOME:** reduce the percentage of financially unstable families by 25 percent
- **HEALTH:** increase the number of healthy youth by one-third, with a focus on childhood obesity prevention
- **HOUSING:** cut the percentage of homeless and housing-insecure children in Orange County by half

Morrison has split his time between Canada and Los Angeles for the past 28 years and currently resides in Orange County. He acknowledges the issues facing both Canadians and American are universal. Both Orange County United Way and United Way of Canada are addressing issues related to poverty, health and the educational needs of children.

“I have lived in the area for many years and am struck by the fact that there is such contrast between those who have so much and those who have so little—yet they walk side by side every day. What United Way is doing in Orange County is so unique. Their work plays a vital role in building a stronger community,” said Morrison. “Creating community impact requires influencing public attitudes, identifying underlying causes of social issues, building the capacity of our partners and mobilizing resources and time. I am thrilled to offer whatever I can to raise awareness of the issues to meet the shared goals of the community.”

To learn more about Orange County’s United Way’s new Board Members or the FACE 2024 plan, please visit the [Orange County United Way website](http://www.unitedwayoc.org).

### **ABOUT ORANGE COUNTY UNITED WAY**

Since 1924, Orange County United Way has been working to improve lives and strengthen our community by mobilizing the caring power of Orange County, by focusing on the building blocks for a good quality of life: Education, Income, Health and Housing. By investing in Orange County’s children, families and individuals, we help them create pathways to self-sufficient futures through education and training. In short, we help people help themselves. Through our 10-year initiative “FACE 2024” (an acronym for Fund, Advocate, Collaborate, Educate), United Way is mobilizing local businesses, community organizations, governmental agencies and individuals to make a long-term measurable difference in the lives of local individuals and families. To learn more or to join our movement, visit [www.unitedwayoc.org](http://www.unitedwayoc.org).