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NEWS RELEASE

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Hundreds Turn Out To Make United Way's Day-of-Caring a Success

Pearl River, NY – October 5, 2010 – Over 200 volunteers from twenty different organizations took the day off from their jobs to complete twenty community service projects across Rockland County during this year's Day-of-Caring event.

In the words of one volunteer, "We do it because we care about each other. That's just the spirit of Rockland County," explained Rose Keaveney, Financial Service Representative at Palisades Federal Credit Union.

Activities to mark the 17th annual, United Way of Rockland County's Day-of-Caring, kicked off in the morning and lasted until five in the evening. Beginning at 8:30 a.m., the volunteers gathered for a breakfast at the IBM Palisades Center to kick off the work day before they dispersed to tackle various projects throughout the County.

The service activities included the restoration of the historical Bath House located at Nyack Beach State Park, clean up of the Minisceongo Creek, and general gardening, landscaping, trail preservation, and painting projects for various non-profit organizations.

"We've been participating in this event for years and we're delighted to have had the opportunity to increase this year's monetary contribution despite the current economic climate," said Mark Welshoff, President & CEO of Palisades Federal Credit Union. "We take our hats off to the United Way for executing another successful event and continuing to support our community."

A number of locally based organizations like Palisades Federal Credit Union, allowed their employees to volunteer for the day, in lieu of reporting to their ongoing assignment. In addition to the twenty projects completed on September 24th, seven additional projects were fulfilled on Labor Day by more than 250 Nyack College students. The students volunteered to assist those non-profit agencies whose schedules conflicted with the official Day-of-Caring.

"We are truly grateful to the more than 400 volunteers, their employers and our event sponsors who helped make our 2010 Day-of-Caring a success," stated Mimi Vilord, President and CEO of United Way of Rockland County. "For many, the Day-of-Caring serves as a benchmark for the season of giving, and there is no better way to start the season than by saying thank you."

About the United Way of Rockland County

United Way of Rockland County is dedicated to serving the people who live and work in Rockland County by increasing the value and impact of individual contributions through collaborations that advance the common good. For more information, contact Trish Austin, UWRC Director of Community Impact, at 845-358-8929, ext. 14.

About Palisades Federal Credit Union

Headquartered in Pearl River, NY, Palisades Federal Credit Union (www.palisadesfcu.org), with more than \$160 Million in assets, is the largest Rockland County based Credit Union. Palisades Federal Credit Union operates 4 branches and provides full service banking products and surcharge-free access to over 34,000 ATMs nationwide. Credit Union membership is open to anyone who lives, works, studies, or worships in Rockland County, NY.

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