



United Way of  
San Luis Obispo County



*What's raised in SLO County stays in SLO County!*

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## NEWS RELEASE

FOR IMMEDIATE RELEASE  
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### United Way of SLO County Welcomes a New Member to Their Team

*San Luis Obispo, Calif.*- United Way of San Luis Obispo County has hired Tara Contino as their new Resource Development Manager. She is responsible for planning, organizing and promoting local workplace giving programs, and serving as a liaison between United Way and community members looking for volunteer opportunities. Ms. Contino will work with local businesses to match their philanthropic interests with local needs, and while employees at participating companies can support charitable causes of their choice through payroll deduction, many want to find other ways to “give back”. Ms. Contino will serve as a resource for a variety of opportunities that will help businesses strengthen their exposure and connection to the nonprofit sector.

“I am very fortunate to have the opportunity to combine my business experience with my passion for fundraising and helping United Way,” said Ms. Contino. “It is very rewarding to talk with individuals and businesses about how volunteering a little time or by making a small donation, collectively, we can all make a difference and help those less fortunate in SLO County.”

Ms. Contino was raised in Pennsylvania and relocated to San Luis Obispo in the spring of 2008. Prior to joining United Way, she owned her own marketing and public relations firm for eight years and also spent over ten years in the financial services industry advising individuals and business owners. She has been a dedicated volunteer for various charitable causes throughout the years and is currently an active member of the SLO Chamber of Commerce and the Rotary Club of Pismo Beach.

“Ms. Contino brings a high level of energy and business experience to our organization,” said Charlene Rosales, Chief Operating Officer of United Way. “We are thrilled to have a person that is genuinely interested and has the expertise in seeing local business people succeed in being involved with their local communities. Building strong relationships and working together is what will see for-profit and not-for-profit organizations through this economic storm.”

For more information about United Way of SLO County, visit [www.unitedwayslo.org](http://www.unitedwayslo.org) or call (805) 541-1234.

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*This news release is available on the United Way of San Luis Obispo County website at  
<http://www.unitedwayslo.org/News/index.html>.*