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**Lubbock Area United Way**

**FOR IMMEDIATE RELEASE**  
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### **Melisa Roberts named 2010 United Way Campaign Chair**

The 2010 Campaign Chair is Melisa Roberts. In 2009 the local United Way campaign raised more than \$5.5 million. These donations are invested in the community through United Way's 23 Community Partner agencies and the Education Matters Initiative.

As Chair, Roberts will lead this year's campaign. Her civic and community service is a reflection of the areas important to her. She volunteers with her church, South Plains Church of Christ, the Lubbock Chamber of Commerce, and has served as Board President and Treasurer of the YWCA, among her service to other community organizations.

This service also includes 25 years of volunteering with United Way. Roberts said, "Working with United Way is a way to create opportunities for so many in West Texas. It is an investment in our future."

Some of her various volunteer roles at United Way have been serving as the JumpStart Division Chair, and within the Loaned Executive and Leadership Giving divisions.

Glenn Cochran, President/CEO of Lubbock Area United Way said of Roberts, "Anyone who knows Melisa, knows that whatever she takes on will be done exceptionally well. We're very fortunate to have her leading this campaign. She has the compassion and dedication to help those who United Way seeks to serve."

In the coming months, Roberts and a campaign cabinet of approximately 35 volunteers will set the 2010 goal.

After the goal is announced at the August 26<sup>th</sup> Campaign Kick-Off, these volunteers, led by Roberts, along with hundreds of others, will work to reach it.

Roberts is the Chief Lending Officer at Lone Star State Bank. Roberts holds a B.S. in Accounting from Lubbock Christian University. She and her husband, Steve, have two daughters, Sydney and Macy.

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