

Shop and Eat Local this Month ... and Support the United Way

J. Michael Shoes, Manny's and Varsity Pizza are partnering with the employees of Syracuse University to raise funds for the United Way of Central New York this month. Through Dec. 19, the merchants will ask patrons to donate to the United Way at the point of purchase. A quick bar code scan will electronically tally a donation of any amount, allowing customers to donate by cash or credit card. At the end of the month, each merchant's fundraising total will be donated to

the United Way of Central New York as part of the Syracuse University campaign.



Customers will find this display at J. Michael Shoes, Manny's and Varsity Pizza through Dec. 19, enabling them to make a United Way donation at the register.

“We’re happy to be partnering with Syracuse University to raise funds for the United Way of Central New York with an easy—and important—promotion,” said John Valalo, owner of J. Michael Shoes.

“By asking our patrons to donate to United Way we can do a one-time promotion and support 91 local programs,” added Jerry Dellas, owner of Varsity Pizza.

Supplies for the promotion were donated by Syracuse University Printing Services.

Syracuse University’s partnership with the United Way spans more than 40 years. The University plays an integral role in the overall success of the United Way’s ability to fund local programs. Syracuse University’s employee campaign continues through the end of December as employees make pledges through payroll deduction and host campus fundraising events.

“This promotion provides a great opportunity for our employees—and all employees on the Hill—to support our local businesses and meet the needs of the community at the same time,” says Peg Northrup, Syracuse University campaign coordinator. “We’re grateful for the merchant partnership as it presents a win-win opportunity to support their businesses and give back, too.”