



Monadnock United Way

May 18, 2021

FOR IMMEDIATE RELEASE

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Monadnock United Way Announces 2021 Annual Campaign Co-General Campaign Chairs

The Monadnock United Way is pleased to announce the Co-General Campaign Chairs (GCC) for the 2021 annual campaign: Danya Landis of Keene, Karen Peterson of Peterborough, and Beth Wood of Keene. All three women are dedicated supporters of our community and have served in a variety of ways to make it stronger.

Danya Landis is Co-Founder, Partner, & Arts Director of Machina Arts/Machina Kitchen and ArtBar in Keene. She has served the community in a variety of ways: as a board member of Keene Young Professionals, a member of the Keene City Commission, and a founding member of TEDx Keene. She is proud to serve as Co-GCC because she believes “the Monadnock United Way (MUW) lives up to its name because they work hard every day to unite our community.”

Karen Peterson is Development and Fundraising Coordinator at Monadnock Developmental Services (MDS). Karen has lived in Peterborough for almost 30 years and been a supporter of the Monadnock United Way nearly that long. As a member of MUW’s Investment Team, Karen was part of a group of volunteers who made funding recommendations that informed MUW’s investments in local nonprofit programs and initiatives. Karen was honored to be asked to be Co-GCC, “In my work at MDS, I’ve seen first-hand how area nonprofits assist those in need with the help of funders like the Monadnock United Way.”

Beth Wood, Co-Owner of 21 Bar & Grill in Keene, was raised and educated in Keene, and is committed to making her home city and the Monadnock region a better place for people to live and thrive. Beth was one of the founders of the Greater Keene Rotaract Club, was a Keene Sentinel Trendsetter winner in 2020, and is currently a member of The Keene Elm City Rotary Club. Beth said, “I look forward to bringing enthusiasm and in-depth knowledge of the community to bear in this year’s MUW campaign.”

MUW’s campaign theme this year is **Stronger Together** and is a tribute to the generosity and perseverance of our community as we emerge from the wake of the Covid-19 pandemic. The **Stronger Together Campaign** goal is \$1,462,000. These funds will help address today’s issues while solving root causes of poverty, child abuse and low educational achievement in our region through Collective Impact.

For more information, visit www.muw.org

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About Monadnock United Way

Monadnock United Way is dedicated to improving lives by mobilizing diverse partners and investing in programs and people to create long-lasting, measurable change. MUW was founded in 1952, and currently has more than 4,500 donors, advocates and volunteers. At Monadnock United Way, we fight for children, education and financial stability and basic needs in every community throughout our region.