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FOR IMMEDIATE RELEASE

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Centre County United Way Welcomes Jera Harter as Corporate & Community Partnerships Manager State College, PA – Centre County United Way (CCUW) is pleased to announce the addition of **Jera Harter** as its new **Corporate & Community Partnerships Manager**.

In this role, Harter will lead efforts to strengthen relationships with local businesses, expand workplace giving campaigns, cultivate new corporate partnerships, and engage organizations throughout Centre County in support of United Way’s mission to mobilize the community so everyone can thrive.

A lifelong Centre County resident, Harter brings extensive experience in business development, sales, client relationship management, and community engagement. Most recently, she served as an Account Executive with Barash Media, where she partnered with local businesses and organizations to develop customized marketing solutions, build lasting relationships, and drive revenue growth.

“We are thrilled to welcome Jera to the Centre County United Way team,” **said Megan Evans, Executive Director**. “Her passion for building relationships, deep connections within our community, and proven ability to develop meaningful partnerships make her an excellent fit for this role. As we continue expanding our impact throughout Centre County, Jera will play an important role in connecting businesses and community members to opportunities that create lasting change.”

Harter shared her enthusiasm for joining the organization: “I am honored to join Centre County United Way and contribute to an organization that makes such a meaningful impact in our community. I look forward to building strong partnerships, connecting with local businesses, and helping grow support for programs and initiatives that improve lives across Centre County.”

As Corporate & Community Partnerships Manager, Harter will focus on expanding corporate engagement, increasing support for annual fundraising campaigns, developing new community partnerships, and creating opportunities for businesses and employees to invest in the wellbeing of Centre County residents.

About Centre County United Way

Centre County United Way works to mobilize the community to action so everyone can thrive. Through strategic partnerships, fundraising, volunteer engagement, and community collaboration, CCUW supports initiatives that address local needs and create lasting impact throughout Centre County.

Visit www.ccunitedway.org for more information.

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