



FOR IMMEDIATE RELEASE

City and County Managers Will Lead
Rowan County United Way 2017 Campaign

The Salisbury City Manager and the Rowan County Manager will serve as co-chairmen of the 2017 Rowan County United Way Campaign. County Manager Aaron Church and City Manager W. Lane Bailey will direct the fall fund-raising campaign which involves hundreds of volunteers throughout the county. The funds are distributed to 16 local human services agencies approved by the United Way.

"We are very excited about Lane and Aaron leading our campaign," said Henry Diggs, President of the United Way Board of Directors. "This will be the first time our United Way has co-chairs in charge of our fund-raising efforts.

"We love the idea of the partnership between the city and county managers working together. There is power in unity, and this is an excellent example of much needed demonstrated unity, working together for the overall good of our beloved community."

Bailey has worked with United Way campaigns in both Rowan County and Lenoir. "United Way provides essential assistance for our community and serves as a safety net for many people in a number of service areas," he said. "I can't imagine our community without United Way organizations and the incredible work they provide."

Church said that the Rowan County United Way is important "because the money stays local and the need is real."

Bailey began work as Salisbury City Manager March of 2015. He has 25 years of governmental experience, having served seven years as a County Manager and 18 years as a Municipal Manager. Before coming to Salisbury, he served as City Manager for Lenoir. He is a member of the Salisbury Rotary Club, the International City County Management Association and is an ICMA Credentialed Manager. He is a member and past president of the North Carolina City County Management Association.

He is a graduate of Appalachian State University with a Bachelor of Science degree in Political Science and a master's degree in Public Administration. He and his wife, Ruth, have two children, son Brennen and daughter Catherine.

Church has served the public for the last 13 years as a Congressional Aide in the U.S. House of Representatives, Assistant County Manager, Deputy County Manager, and now, County Manager.

He earned a Bachelor of Science degree in Criminal Justice and a Master's Degree in Public Administration from Appalachian State University. He holds a Certificate in County Administration from the University of North Carolina at Chapel Hill and an emerging Leaders Certificate from the International City/County Managers Association.

He and his wife, Erica, and their two children, Mary and Finley, live in Granite Quarry.

The Rowan County United Way was chartered in 1956. The 16-member agencies include the Rowan County Literacy Council, The Arc/Rowan, Rowan Vocational Opportunities, Boy Scouts, Central NC Council; Communities in Schools of Rowan County, Rowan County YMCA, Rowan County Youth Services Bureau, American Red Cross, Rowan County Rescue Squad, The Salvation Army, Trinity Living Center, Ruffy-Holmes Senior Center, Meals on Wheels, Families First, Inc., Family Crisis Council and Smart Start Rowan.

For more information, visit the website, www.rowanunitedway.org, or follow the United Way on Facebook.

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