



United Way of  
Cumberland County

**PRESS RELEASE**  
FOR IMMEDIATE RELEASE

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**United Way of Cumberland County Welcomes New Director of Development,  
Ashlee Pearson**

New leadership at United Way of Cumberland County

**Fayetteville, N.C. (June 6, 2024)** – United Way of Cumberland County is delighted to announce Ashlee Pearson’s appointment as our new Director of Development. With her extensive expertise in public relations, fundraising, and event coordination, Ashlee is set to bring a fresh and dynamic perspective to our team.

Ashlee has a remarkable history of success in developing and executing strategic PR initiatives, managing social media engagement, and creating impactful fundraising campaigns. Her diverse experience, from working with various clients as a self-employed public relations professional to overseeing development plans and donor relationships at CityView News Fund, makes her an invaluable asset to United Way. Her proficiency in content creation, B2B sales, and strategic communication will surely elevate our efforts.

In her most recent position as Development Manager at CityView News Fund, Ashlee was instrumental in raising public awareness about key issues, driving donor fundraising, and ensuring the organization met its fundraising goals. Her strategic vision and ability to build and sustain relationships with donors and stakeholders will be pivotal in her role at United Way.

"I am honored to join United Way of Cumberland County and contribute to an organization that makes such a significant difference in the community," said Ashlee. "I look forward to leveraging my experience and skills to further United Way's mission and drive impactful development initiatives."

In addition to her professional accomplishments, Ashlee is an active community member. She serves as a Greater Fayetteville Chamber Ambassador and graduated from the Leadership Development Program in 2023. She holds a Bachelor of Science in Public Relations from Kutztown University of Pennsylvania.

For more information about Ashlee Pearson and her role at United Way of Cumberland County, please contact her at [ashleepearson@unitedway-cc.org](mailto:ashleepearson@unitedway-cc.org) or at 910-483-1179 ext. 225.

### **United Way of Cumberland County**

Our mission is to improve lives across Cumberland County by strategically raising and investing resources that successfully impact prioritized human service and health needs while working in effective and innovative partnerships with direct provider agencies. To learn more visit <https://www.unitedway-cc.org/>

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