

United Way
of York County



FOR IMMEDIATE RELEASE

Project Playback Award Kicks-off 2018 Day of Caring Activities

JUNE 7, 2018 - KENNEBUNK, ME. United Way of York County, in partnership with Kennebunk Savings, is pleased to announce that Project Playback has been awarded the 2018 Youth Spirit of Service Award for its commitment to service and impact in the Kennebunk senior-living community. Project Playback is comprised of Kennebunk High School and Middle School students who are providing music therapy to seniors with dementia and Alzheimer's.

The group was started as a middle school community service project four years ago by Juli Ennis, Colby Ellis and Jason Albaum. Project Playback has met weekly with seniors at the Kennebunk Center for Health and Rehabilitation and recently expanded its music therapy services to include Atria in Kennebunk. The trio has been training other Kennebunk students to take over the project after they graduate next year.

The Youth Spirit of Service Award is given annually to a young volunteer (or group of volunteers) with high commitment, a large impact on our community, and service beyond others performing similar work. A selection committee found that Project Playback has demonstrated all of these qualities. "Project Playback is able to balance their extracurricular activities with community service and recognizes the value in giving back to their community," said Jason Ketterick, Community Impact Director for Youth & Volunteers at United Way of York County.

Project Playback was honored at the 23rd Annual Day of Caring Kick-off breakfast on June 6th. In recognition of this service, the Kennebunk Savings Bank Foundation awarded \$250 to Project Playback, and \$250 to each member for educational expenses. Brad Paige, President & CEO of Kennebunk Savings, presented the Spirit of Service Award to the trio at the breakfast.

After breakfast, volunteers fanned out to more than 30 work sites all over York County. An estimated 700 volunteers worked on more than 70 projects to help other nonprofits with everything from landscaping to painting to general clean up.

Donors and sponsorships contributed \$12,000 to make it possible for this day of service to take place. With the value of volunteer hours plus donated goods and sponsorships, the total value of this day across York County was \$154,000!

About United Way of York County

United Way of York County improves lives by mobilizing people and resources. United Way of York County makes every dollar you give do more right here in your community. To learn more about United Way of York County, visit www.buildcommunity.org or call 207-985-3359.

***Pictured in photo (left to right):** Juli Ennis, Jason Albaum and Colby Ellis of Project Playback with Brad Paige, Kennebunk Savings President &CEO.*



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