

United Way of Greater Richmond & Petersburg and Truist Partner with First National Youth Poet Laureate to Spread Message of Unity

Richmond, Va. (July 21, 2020) – At a time when America is confronting historic health, social and economic upheaval, a new television and social media advertising campaign by United Way and Truist Financial Corporation, one of the nation’s largest financial services companies, aims to spark hope and optimism for the future, and the importance of working United to build stronger communities.

The campaign features an original poem, “Live United,” penned by America’s inaugural National Youth Poet Laureate, 22-year-old Amanda Gorman, and inspired by United Way and all that can be achieved when we unite for our communities.

“Live United” gives voice to the on-going partnership and shared commitment between Truist and United Way to build better lives and communities. Ms. Gorman’s clarion call to “. . . dare to care, to be hope-sided” drives home a powerful and hopeful message about the opportunity ahead to build a better America, where every person is respected, every voice is heard and every community thrives.

United Way of Greater Richmond & Petersburg and BB&T/SunTrust, now Truist, have a long history of partnership to support programs and activities that help build stronger, more resilient communities.

Truist’s and United Way’s shared commitment to helping communities recover from and rebuild stronger and more resilient in the wake of the COVID19 pandemic is underscored by the \$7 million grant to the United Way COVID-19 Relief Fund as part of the financial services company’s Truist Cares initiative. Truist Cares is a cooperative effort between Truist Financial Corporation, the Truist Foundation, and the Truist Charitable Fund to pledge \$50 million of philanthropic support to provide communities, organizations and individuals disaster relief and assistance during the pandemic.

“Live United” launched nationally earlier this month and is airing in 13 markets across Truist’s corporate footprint (Charlotte, Atlanta, Orlando, Washington DC, Tampa, Miami, Baltimore, Nashville, Dallas, Greensboro/Winston-Salem, Norfolk, Raleigh, Richmond) through mid-August.

“Now more than ever, it is important for community organizations and businesses to come together to solve historic challenges,” said James Taylor, President & CEO of United Way of Greater Richmond & Petersburg. “This campaign perfectly matches the spirit of our organization and our partnership with Truist. I look forward to continuing this impactful relationship and helping local communities for years to come.”

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About United Way of Greater Richmond and Petersburg

United Way of Greater Richmond & Petersburg empowers individuals and addresses systemic problems to provide everyone with a clear path to success. We do this by conducting research, funding programs and organizations, driving systems-level change and engaging with individuals in 11 localities across the region. Learn more at YourUnitedWay.org.

About Truist

Truist Financial Corporation is a purpose-driven financial services company committed to inspire and build better lives and communities. With 275 years of combined BB&T and SunTrust history, Truist

serves approximately 12 million households with leading market share in many high-growth markets in the country. The company offers a wide range of services including retail, small business and commercial banking; asset management; capital markets; commercial real estate; corporate and institutional banking; insurance; mortgage; payments; specialized lending and wealth management. Headquartered in Charlotte, North Carolina, Truist is the sixth-largest commercial bank in the U.S. with total assets of \$506 billion as of March 31, 2020. Truist Bank, Member FDIC. Learn more at [Truist.com](https://www.truist.com).

About Truist Cares

Truist Cares is a cooperative effort between Truist Financial Corporation, Truist Foundation, Inc., and Truist Charitable Fund to provide communities, organizations and individuals disaster relief and assistance during the COVID-19 crisis.

Contact:

Brian Wachur

Vice President of Marketing & Communications

(804) 771-5820

wachurb@yourunitedway.org