



FOR IMMEDIATE RELEASE

## United Way of Benton & Franklin Counties Welcomes New Team Members

Kennewick, WA — 12/2/2024 — United Way of Benton & Franklin Counties is excited to announce the addition of several new employees who will be instrumental in forwarding our mission to build better futures for local children.

Meet Our New Team Members:

### 1. Jade Elliott – Events and Communications Manager

Jade brings a wealth of knowledge and spirit to the table as she joins our team and may even be a familiar face to some. As a proud graduate of Washington State University in communications (Go COUGS!) with over 15 years of on-air experience in top TV markets across the country, including here in the Tri-Cities, she knows how to engage and enhance community relationships. From the pandemic to Presidential visits to experiencing an earthquake LIVE on TV during her newscast Jade has been a trusted member of the media in every market she has worked in. Her extensive media background well equips her to communicate the mission of our United Way. Jade manages our communications department and our annual events. Growing up and going to school in Richland and as a former Miss Tri-Cities, Jade has been actively involved in our community for years and, after living out of state and in other parts of Washington with her wonderful husband and precious kids, Jade is glad to be home.

### 2. Elbia Cardenas – Fundraising Coordinator

Elbia is no stranger to the United Way of Benton & Franklin Counties. Serving as a volunteer for the last three years, she played an integral role in fundraising at our annual Festival of Trees. She now joins us as an employee after a career at Community First Bank | HFG Trust. From Client Service Specialist to the Community Outreach Specialist and Event Coordinator she worked closely with numerous nonprofit organizations, as she has a deep passion for helping others and making a difference in our community. Elbia is a graduate of Compass High School in Grandview and is married to her high school sweetheart. They are proud parents of four children, all of whom attend schools in the Kennewick School District. Elbia's family cherishes being part of our vibrant community.

“We are thrilled to welcome these talented individuals to our team,” said Dr. LoAnn Ayers, President and CEO at United Way of Benton & Franklin Counties “Their diverse backgrounds and unique skills will enhance our connections with the community as we fulfill our mission.”

For more information about our team and upcoming community events, please visit [www.uwbfc.org](http://www.uwbfc.org) or contact us at 509.783.4102.

### About United Way of Benton & Franklin Counties

United Way of Benton and Franklin Counties collaborates to support a foundation for the well-being, safety, and academic success of children, from birth to middle school. We envision a community where all children have an opportunity to learn and thrive – where barriers such as hunger, homelessness, abuse, and social status have been removed.

Media Contact:

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