



FOR IMMEDIATE RELEASE

For more information, contact
Shahree Douglas, Public Relations & Social Media Specialist
United Way Greater Milwaukee & Waukesha County, SDouglas@UnitedWayGMWC.org
414.263.8125 (O), 414.732.6412 (C)

United Way of Greater Milwaukee & Waukesha County Announces Vincent Lyles as the 2018 Linda McFerrin Award for African American Non-Profit Leadership Recipient

January 21, 2019 – **MILWAUKEE** – United Way of Greater Milwaukee & Waukesha County is proud to announce Vincent Lyles as the first recipient of the Linda McFerrin Award for African American Non-Profit Leadership.

The Linda McFerrin Award for African American Non-Profit Leadership was established by United Way's Board Chairman, Cory Nettles of Generation Growth Capital, Inc. and his wife Michelle Nettles, Chief People and Diversity Officer of Molson Coors Brewing Company, in recognition of Linda McFerrin, retired Vice President of Resource Development, and her 42 years of leadership and service to United Way.

Vincent Lyles was the president & CEO of the Boys & Girls Clubs of Greater Milwaukee for seven years and is known in the community as a strong advocate working to advance issues that help support youth in Milwaukee.

"I am so pleased that Vincent Lyles was selected to receive the inaugural Linda McFerrin Award. Vincent has been among the strongest nonprofit leaders in our community. He did a great job scaling the Boys and Girls Club of Greater Milwaukee's impact in our community," said Nettles. "Vincent embodies strong non-profit leadership and is an outstanding role model in the African American community. He is the perfect recipient and embodies the essence of what this award means."

The recipient of this annual award will be chosen by United Way's Diversity Leadership Society and a \$5,000 grant will be made by United Way to the organization they represent. The winner will be announced each year on Dr. Martin Luther King Jr.'s birthday.

About United Way of Greater Milwaukee & Waukesha County: *United Way of Greater Milwaukee & Waukesha County fights for the health, education, and financial stability of every person in our local community. We win by Living United. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best*



**Greater Milwaukee
& Waukesha County**

resources. And by inspiring individuals to join the fight against our community's most daunting social crises. Learn more at: <http://www.unitedwayGMWC.org>

Be part of the change:

<http://twitter.com/UnitedWayGMWC>

<https://www.facebook.com/UnitedWayGMWC>

###