



## FOR IMMEDIATE RELEASE

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### **Local Mom Receives Unexpected Gift Through United Way's Give & WIN Sweepstakes**

How giving back gave even more.

**Mifflinburg, PA, August 11<sup>th</sup>, 2025** - What began as a special prize awarded to a generous donor took an unexpected and heartwarming turn when they chose to pay it forward to a local family instead of using it themselves. Thanks to that selfless decision, a Snyder County mom was able to enjoy a surprise shopping spree through Susquehanna Valley United Way's 2024-25 Give & WIN Sweepstakes.

Each year, the Give & WIN Sweepstakes encourages donors to support United Way's Annual Campaign by entering them into a drawing for a two-minute shopping spree at Weis Markets, valued at up to \$3,000, including a cartful of Pepsi products.

This year's sweepstakes winner made the extraordinary decision to donate the prize anonymously and asked United Way to select a local family who could benefit from the opportunity. With support from the Family Services team, several families were nominated and entered into a random drawing.

"I'm thrilled that [United Way] was able to identify a family to be helped with this gift," said the original donor who wished to remain anonymous. "This is exactly what I was hoping for. My joy is in being gifted an opportunity to pay it forward."

Sage Benfer was selected as the recipient and describes herself as "a mom of four wonderful children," ages eight, six, four, and 4 months. She completed her shopping spree on Monday, August 11, at the Weis Markets in Mifflinburg, PA, joined by representatives from Weis Markets, Inc., PepsiCo, and Susquehanna Valley United Way.

"Our United Way is built on the belief that we can put more good into the world, and this year's donor reminded us just how true that is," said Mark Stankiewicz, President and CEO of SVUW. "Her generosity and kindness will truly make a difference for a deserving local family, and we're incredibly grateful for her heart and commitment to our mission."

The event was made possible through the generosity and partnership of Weis Markets, Inc. and PepsiCo, who sponsor the sweepstakes each year as a way to uplift the community and inspire charitable giving.

"At PepsiCo, we believe in supporting the communities where we live and work," said Douglas Gridley, Key Account Manager at Pepsi Beverages North America. "This

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event is a great example of what's possible when businesses and community organizations come together with a shared purpose."

"We're proud to partner once again with United Way on the Give & WIN Sweepstakes," said Maria Rizzo, Vice President of Marketing and Advertising at Weis Markets. "This annual program is a meaningful way for us to support local families and reflects our commitment to giving back to the communities we serve."

Stankiewicz added, "We are so thankful for our partnership with Weis Markets, Inc. and PepsiCo on this annual giveaway. Without their support, none of this would be possible."

To learn more about Susquehanna Valley United Way's Annual Campaign and how your donation makes an impact, visit [svuw.org](http://svuw.org).

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**About Susquehanna Valley United Way:**

The United Way fights for the Health, Educational, and Financial Stability of every person in Columbia, Montour, Northumberland, Snyder, and Union Counties. We do this by addressing the root cause of social issues and serving as a leader, partner, and catalyst to identify and address areas of need by engaging communities to develop long-term social change. We are located at 228 Arch Street in Sunbury, PA, and 160 W. 6<sup>th</sup> Street in Bloomsburg, PA. To learn more, please visit [svuw.org](http://svuw.org).