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**Peter Berry Named United Way of Collier and the Keys Board Chair**

**Naples, FL** – United Way of Collier and the Keys (UWCK) is pleased to announce the appointment of Peter Berry as the new Board Chair.

Peter Berry brings a wealth of experience and dedication to his new role. Having served on the board since 2019, Berry has demonstrated a deep commitment to UWCK's mission and vision. He was appointed to the strategic planning committee in the same year and played a pivotal role in shaping the organization's long-term goals.

Berry's priorities as Board Chair include updating the organization's strategic plan and bolstering its volunteer infrastructure. "My focus will be on strengthening our partnerships and ensuring that United Way continues to serve as a vital resource in Collier and Monroe Counties," said Peter Berry. "We have played a major role in disaster recovery efforts, and it is imperative that we continue to assist families in need, especially those facing financial hardships."

Peter Berry moved to Naples in 2012. He retired from a business career in which he spent thirty years at Association Resources, Inc. as Founder and President. The firm specialized in the management of trade and professional associations, with offices in Hartford, Connecticut and Washington, D.C. In addition to Peter's involvement in UWCK, he serves on the boards of Greater Naples Leadership, Audubon Country Club, and the Collier County Public Advisory Committee.

"United Way of Collier and the Keys has a great story to tell, and I am excited to work closely with Peter in this next chapter," said Tiffani Mensch, UWCK President and CEO. "Together, we can make a meaningful difference in the lives of individuals and families throughout our community."

For more information about United Way of Collier and the Keys, please visit [www.uwcollierkeys.org](http://www.uwcollierkeys.org).

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**About United Way of Collier and the Keys:**

United Way of Collier and the Keys (UWCK) is a 501(c)(3) nonprofit organization dedicated to improving the education, health, and economic mobility of our neighbors in Collier and Monroe Counties. Through strategic partnerships and collaborative efforts, UWCK addresses critical social issues and works towards driving positive, sustainable change to build stronger, healthier, and more resilient communities.

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