

REVENUE ENHANCEMENT OPPORTUNITIES



Observer-Reporter HERALD-Standard The Dominion Post

Presented by: Carole DeAngelo

ABOUT ME

- Director of Multi-Market Advertising & Events
- Community Activist
- 2018 Athena Award Winner
- Coffee Lover

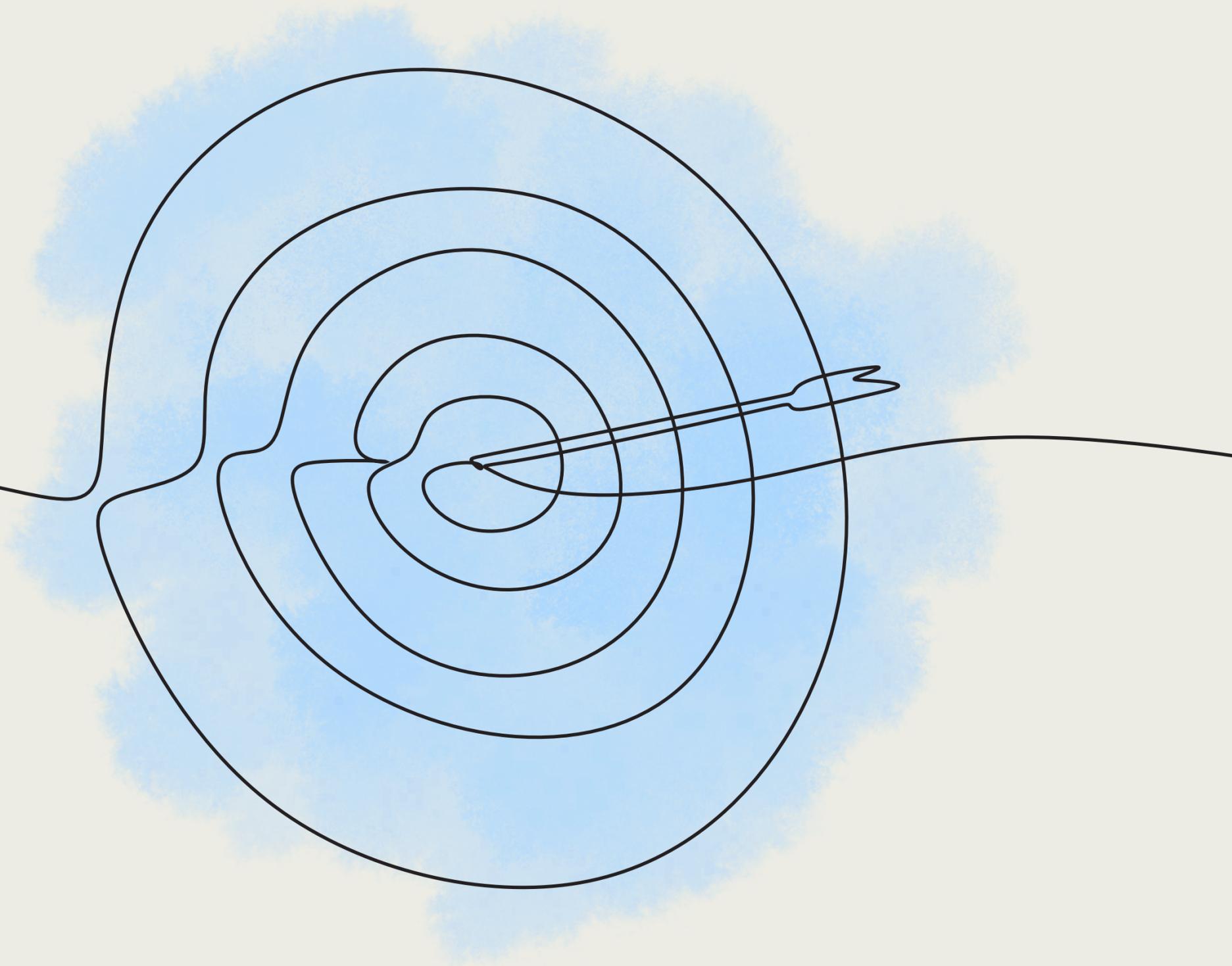


- Artist
- Business Owner
- Wife & Mother
- Terrible Cook



TODAY'S FOCUS

- Anniversary & Milestone Editions
- Signature Community Events
- Cause Marketing Partnerships
- Niche Newsletters





ANNIVERSARY & MILESTONE EDITIONS

CELEBRATE LOCAL
MILESTONES & HISTORY

Community keepsakes people save.

TAP INTO PRIDE
& NOSTALGIA

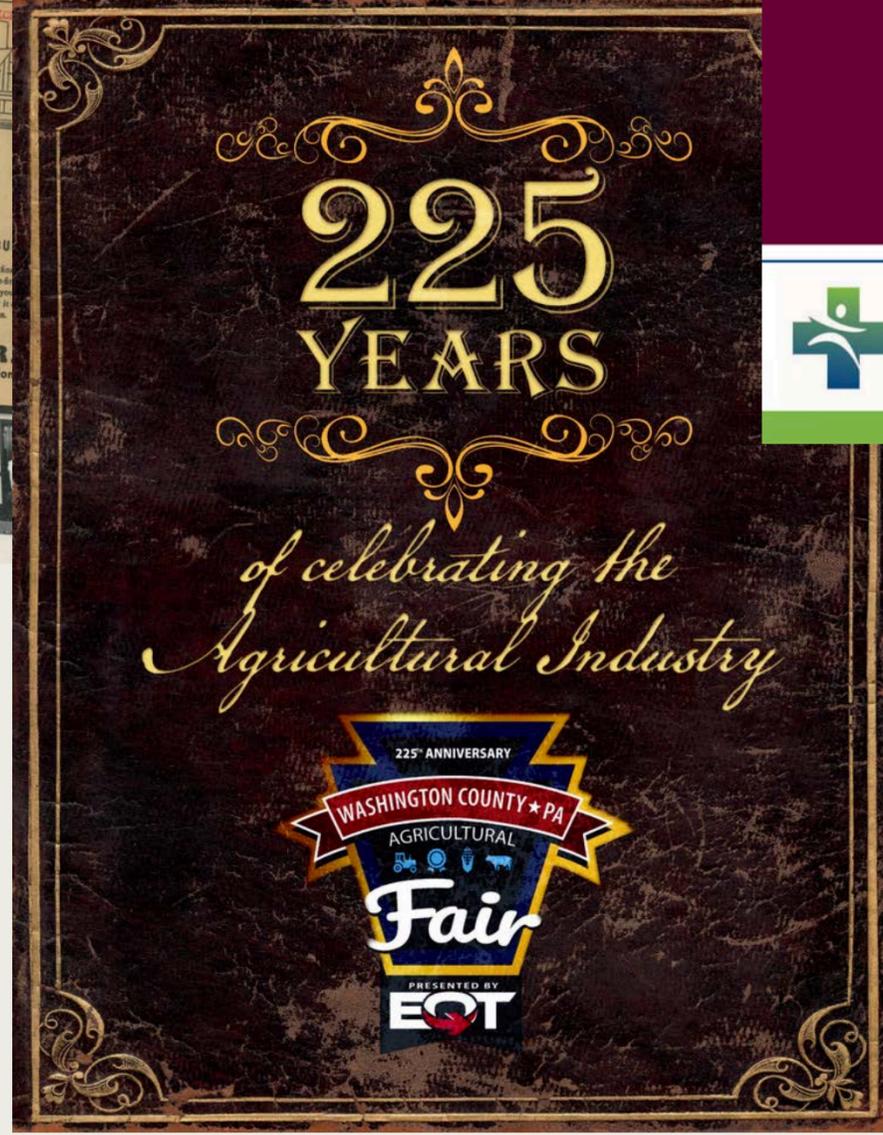
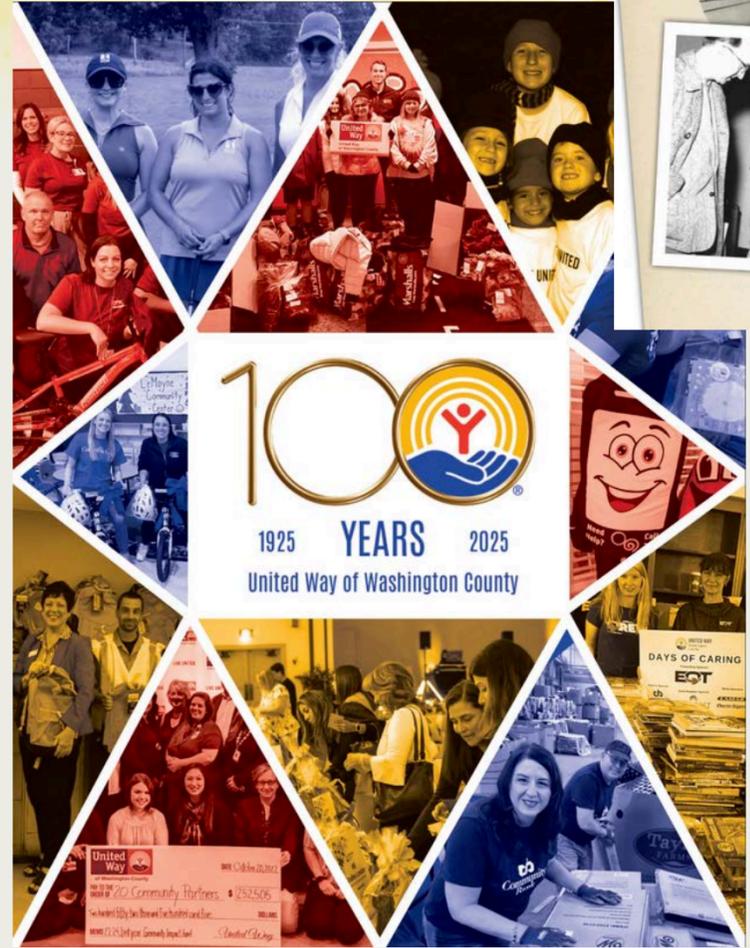
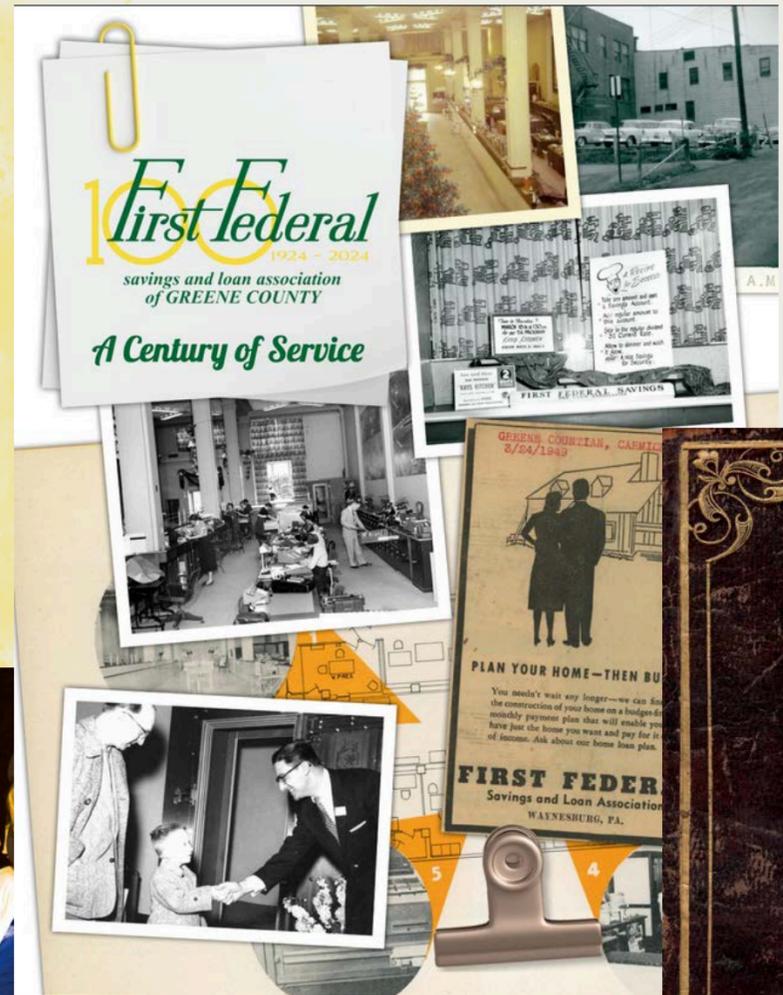
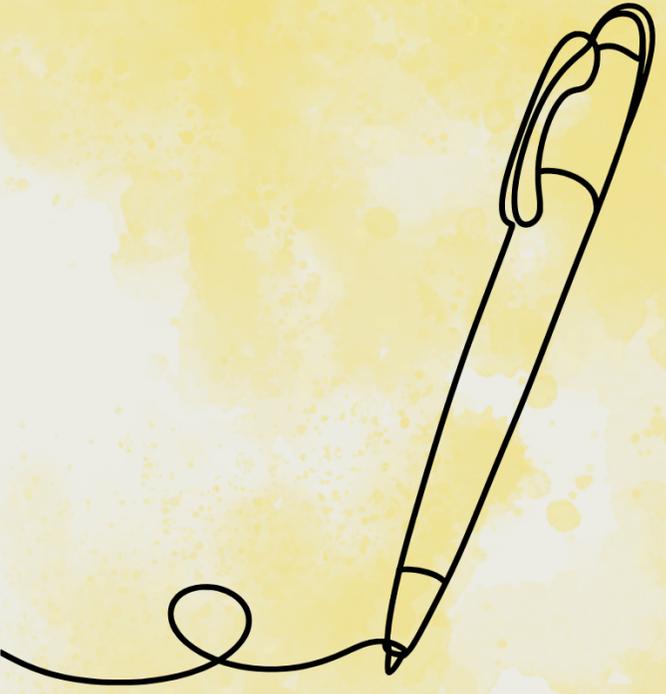
Drives strong engagement.

SPONSORSHIP &
AD OPPORTUNITIES

Ideal for local businesses.

UNLOCK NEW
REVENUE STREAMS

Advertisers pay to align
with community pride.



Celebrating

125 YEARS

WASHINGTON HEALTH SYSTEM

of caring



Tri-State Surgery Center

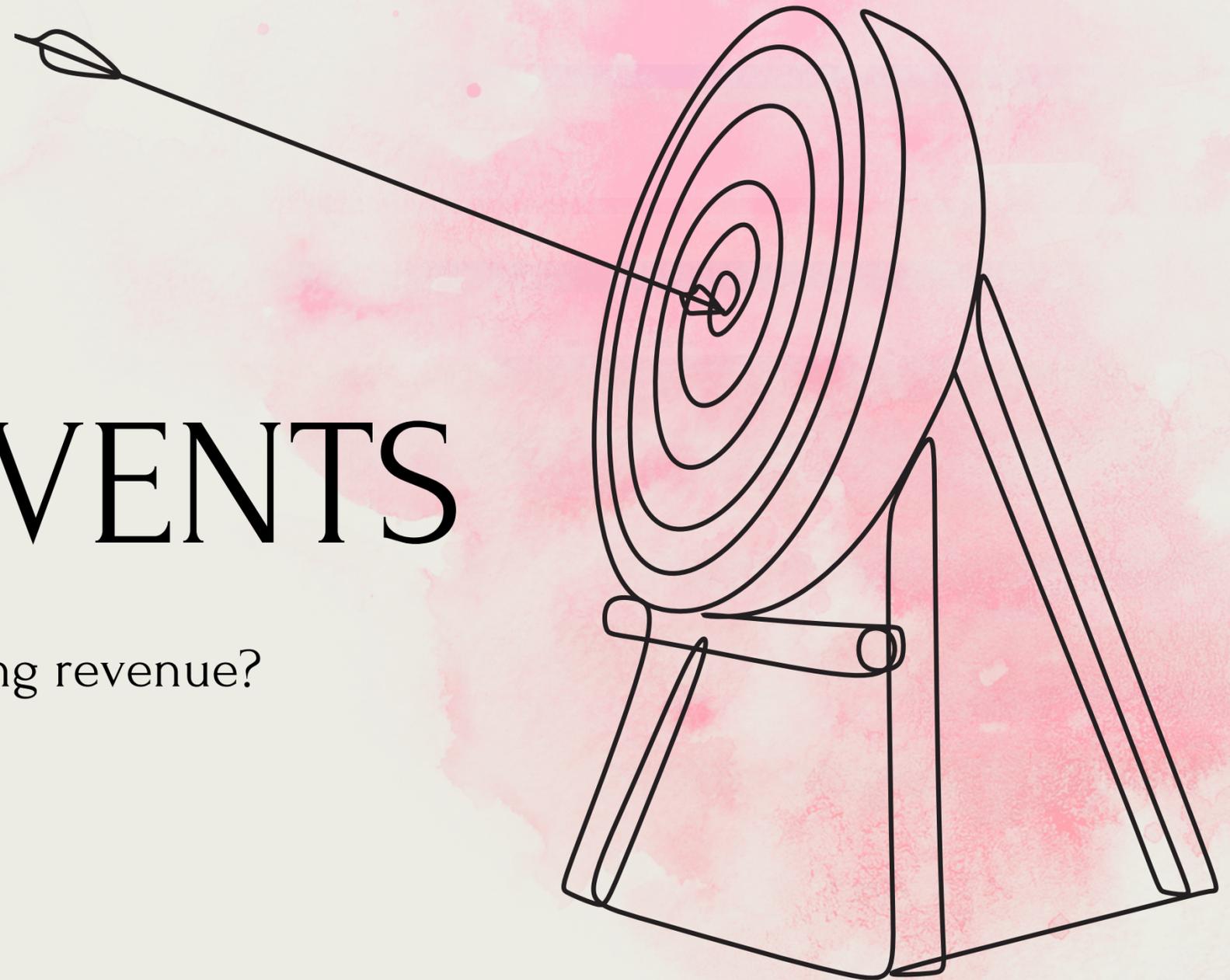
One of "America's Best Ambulatory Surgery Centers" of 2022 & 2023 would like to Congratulate Washington Health System on 125 Years!

80 Landings Drive, Suite 101 Washington, PA 15301 | 724-225-8800



SIGNATURE COMMUNITY EVENTS

How can you impact your community while driving revenue?



events



BRING THE COMMUNITY TOGETHER

Networking, learning and celebrating.

EXTEND THE BRAND

Coverage, photos, video and post-event content.

MULTIPLE REVENUE STREAMS

Sponsorships, ticket sales and advertising.

SCALABLE FORMATS

From luncheons to expos, fits any market size.

🍷🍺 It's the final day of Corks & Kegs 2025 — let's make it count! 🍷🍺

Come out to Hollywood Casino at The Meadows for one more day of craft drinks, delicious food, shopping, live music, and classic cars.

Don't miss your last chance to sip, shop, and celebrate with us! 🍷🍺



FESTIVAL HOURS

SUNDAY AUGUST 17TH

11AM-5PM

HOLLYWOOD CASINO AT THE MEADOWS



Carole and Nate took the pledge today! ❤️

Be sure to stop by the Washington Auto Mall's booth tomorrow to take the pledge to drive sober this weekend!

Driving sober not only protects the people in your vehicle, it protects all others on the road!

Join us tomorrow for the second day of the festival and take the pledge!



🚗🌟 Rev up those engines — it's showtime!

The Corks & Kegs Classic Car Show, sponsored by [First Federal Savings and Loan Association of Greene County](#), is rolling back into town on Sunday, August 17, 2025! 🏁

📍 [Hollywood Casino at the Meadows](#)

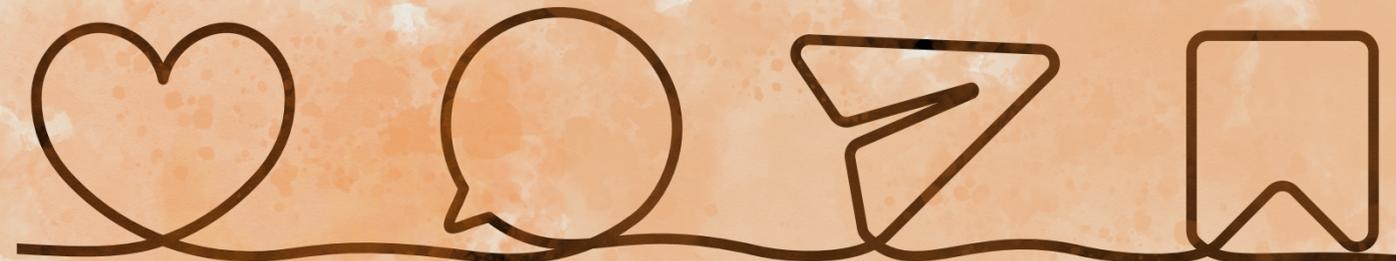
🕒 In-person registration begins at 9 AM

Bring your ride, shine it up, and show it off while enjoying a day full of classic cars, craft drinks, food, and great vibes. 🚗

We can't wait to see you there!



CLASSIC CAR CRUISE

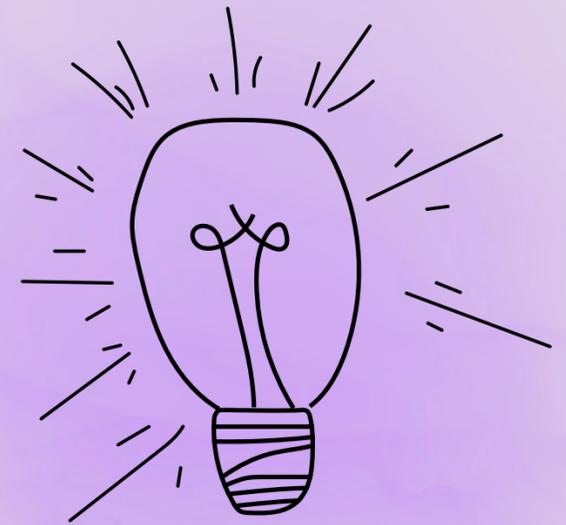




On October 21, join us for an evening of empowerment, networking and inspiration at the All for Her Evening Event at the **Loft Conference Center Southpointe**. From 4–8 p.m., we'll gather to celebrate women taking their place at the table — in business, in leadership and in life. ✨

- ✨ Connect with like-minded women
- ✨ Hear powerful stories
- ✨ Be part of a community that uplifts and supports

This event is sponsored by **UPMC Washington!**



A huge thank you to everyone who joined us for the All for Her Luncheon yesterday! It was such a special day filled with empowerment, love, stories and so much inspiration. We're truly grateful to our sponsors who made it possible and to **Washington & Jefferson College** for being such gracious hosts. ❤️

A big "thank you" to our presenting luncheon sponsors, **84 Lumber Company** and **Megan Chicone - State Farm Agent!**

And the fun doesn't stop there — mark your calendars for Ladies' Night Out on October 21, sponsored by **UPMC Washington**, at the **Loft Conference Center Southpointe!**

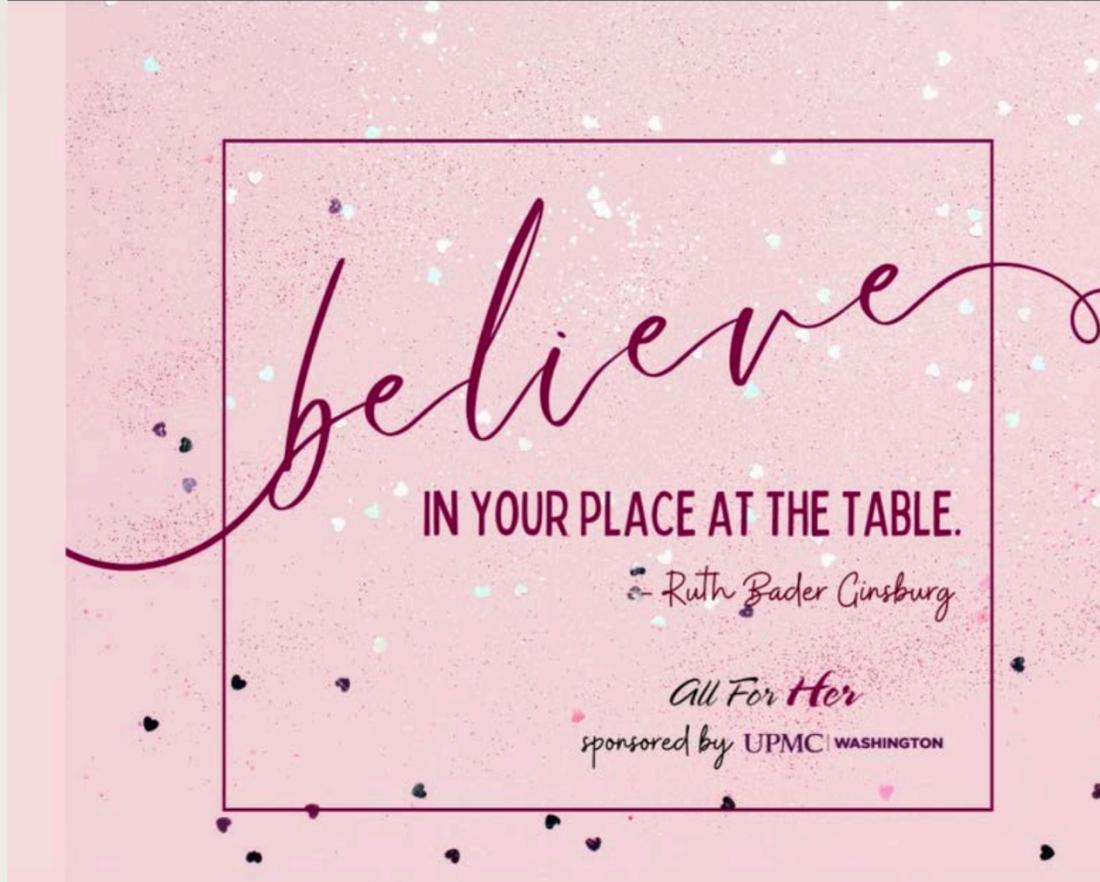
This evening event is free to attend and promises another opportunity to connect, celebrate and lift each other up. We can't wait to see you there!

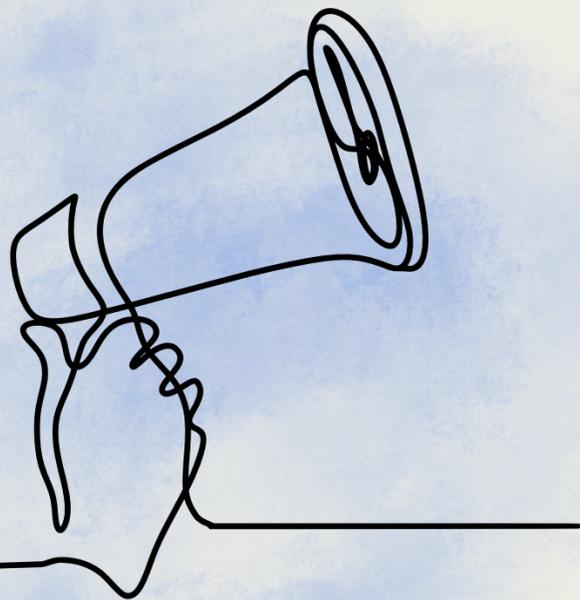
Real empowerment isn't about doing it alone — it's about showing up for each other. 💜

At All For Her, we believe that when one woman rises, she pulls others up with her. This is your chance to connect with women who inspire, motivate, and remind us that we're stronger together. 🌸

- ✨ Empowerment Luncheon | Sept. 10 | <https://bit.ly/4lgkj9c>
- ✨ Inspire. Educate. Motivate. | Oct. 21 | FREE to attend

We will see you there! 👩🏻‍🤝👩🏻





FOOD TRUCK FESTIVAL The Greater Pittsburgh Food Truck Festival
May 24 · 🌐

Carole and Nate (from the Washington Pa Food Group!) will be live shortly, talking about some of the trucks that are here this weekend!



FARM TO FORK Farm to Fork Greene County
August 29 at 4:35 PM · 🌐

👂 Look at all these local vendors! It wouldn't be Farm to Fork without the support of our local businesses, artists, food trucks and more! Check them out at [Thistlethwaite Vineyards](#) on Sept. 6 📍

Vendor Lineup

- Cilly Cakes
- Country Girls Hard Tack
- EB Wingz
- Elysian Fields Pure Bred
- Greene County CTC Food Truck
- Greene County Farmers Market
- Bliss Hollow Farms Lavender
- Pursley Creek Farm
- Jefferson Lions Club
- Kiln To Table
- Oak Tree Acres
- Pampered Chef - Amy Chess
- Searchlight in Your Kitchen
- Sip N'Joy Hand Painted Glass
- Somerset Structures
- The Ivy Green
- Tiny Little Knots
- Treasure in Jars
- U.be.U Permanent Jewelry
- Vintage Grace Boutique

FARM to FORK

OM
ne County

[Learn more](#)

Official Greater Pittsburgh Food Truck Festival T-Shirts are available all weekend long for just \$20! 🎉

Grab yours at the Observer-Reporter trailer (located near the end with the kid's games) and take home a piece of the fun! 🚚🔥

📅 May 23-25, 2025
📍 [Hollywood Casino at the Meadows](#)

GREATER PITTSBURGH FOOD TRUCK FESTIVAL
presented by **CLEAN'S WATER**

T-SHIRTS AVAILABLE

\$20

MAY 23-25, 2025
📍 [HOLLYWOOD CASINO AT THE MEADOWS](#)

T-SHIRTS AVAILABE FOR PURCHASE AT OR TRAILER

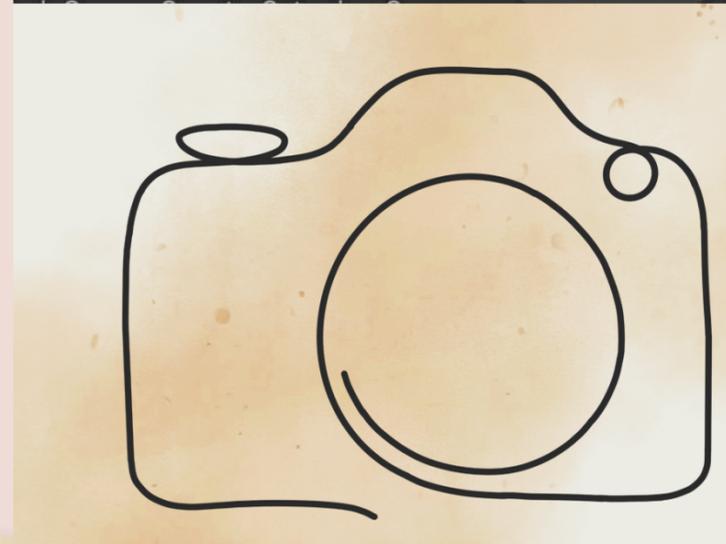
FARM TO FORK Farm to Fork Greene County
September 5 at 7:00 PM · 🌐

Feeling hungry? Us too! Plan out your day at the winery tomorrow with these delicious offerings!

WHAT'S ON THE MENU?

- EB Wingz:** wings, fries, smashburgers and more
- Greene County Career and Tech Center** food truck
- Kiln to Table:** lobster rolls and fixings
- Desserts and snacks from Country Girls** Hard Tack, Cilly Cakes and Willow Tree Farm Bakery
- Produce and other assorted goodies**

SEE YOU THERE!



GREATER PITTSBURGH
FOOD TRUCK festival
presented by DEAN'S WATER

GET READY TO TASTE THE BEST FOOD ON FOUR WHEELS!
FREE ADMISSION!

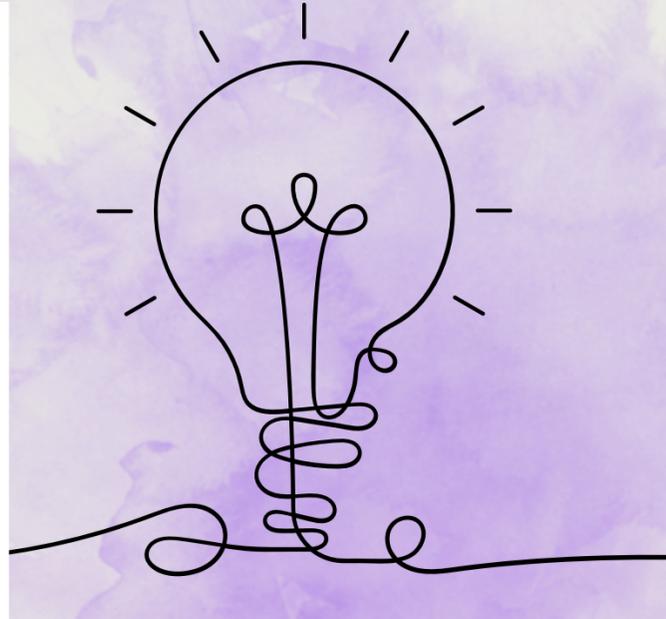
MAY 24, 25 & 26
AT HOLLYWOOD
Casino
at THE MEADOWS

SHOPPING!
LIVE ENTERTAINMENT!
FRIDAY FAMILY FUN NIGHT!

FRIDAY 5PM-9PM • SATURDAY NOON-9PM • SUNDAY 11AM-7PM

be·local
EVENTS

Observer-Reporter HERALD-Standard the almanac MESSENGER reimagine

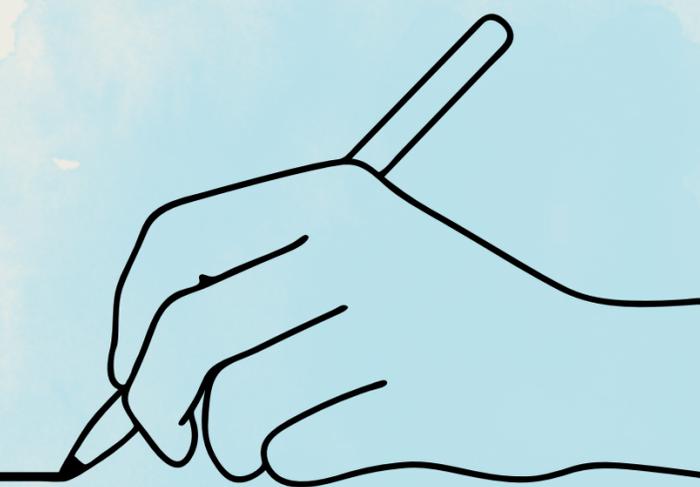


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Observer-Reporter HERALD-Standard

FESTIVAL
at HOLLYWOOD
Casino
at THE MEADOWS

brought to you by
cricket Visit WASHINGTON COUNTY PENNSYLVANIA

CRAFT BEER • WINE • SPIRITS • FOOD • ENTERTAINMENT

SAT, AUG 24 NOON-9 PM **FREE ENTRY!** SUN, AUG 25 11 AM-5 PM

CORKSANDKEGSFESTIVAL.COM

SUNDAY, AUGUST 21, 2024



For Her
ate • motivate • inspire

Brought to you by
UPMC | WASHINGTON

Thursday, October 17 • 4pm-8pm
WHS Wilfred R. Cameron Wellness Center

Observer-Reporter HERALD-Standard



FULL PAGE PRINT ADS

08 SUNDAY, AUGUST 17, 2025 OBSERVER-REPORTER

CORKS & KEGS FESTIVAL

CRAFT BEER · WINE · FOOD · ENTERTAINMENT

AUGUST 16 & 17

The Meadows
at **HOLLYWOOD CASINO**

brought to you by **Washington Hyundai**
Washington Auto Mall

Sip, Sample & Savor!
Hundreds of Craft Beers

Saturday, August 16 Noon-9pm
Live Music from So Called 90's, Michael Christopher Chain Reaction, Bon Journey

Sunday, August 17 11am-5pm
Live Music from JUKE BOX, Good Karma Band Clintones

Vendors

Ashes 2 Ashes
Aunt Carol's Gourmet Dip
Budd Baer
Calla's Moonshine Fudge
cfsbank
Country Creek Furniture Outlet
Crickit
Cress Creek Cigars
Dean's Water
Donna's Sale
EAS Roofing
EXP-Jeff Selovski
Farmhouse Scents by Crystal
Flash Factory
Forty-Eight Donley
Gameday Gear
Gobbie Chiropractic Center
Groundworks
Happiness is Homemade
Integrity Construction & Windows
Lady D's Treasures
Mars Realty
MK Bling
NRG Energy
Painted Palette
Peace Love and Pickles
Perfectly Imperfect

Pink Zebra
Renewal by Andersen
ReVive Mobile JV's
Searchlight
Sip N'Joy Hand Painted
Glassware
Smoke Cigar Shop and Lounge
Stag & Spindle
State Fair Mini Donuts PGH
State Farm
Tanger Outlets
The Scoop Dog Canine Creamery
Tupperware with Melissa
U.be.u Permanent Jewelry
Vintage Grace Boutique
Wear It Well Hand Crafted Jewelry

Food Trucks

EBWingz
Ember's Wood Fired Pizza
Fat Cat Mac Attack Food Truck
Forlini's Kitchen
Gil's Pit Beef
Hermes food truck
Hoshi
Holt Dawgz
Johnnys Seafood Shack
Pgh halal foods

Slinkers & Suds
South Side BBQ Company
The Roaming Bean
The Rustic Lemonade Co.
Toms diner on wheels
Twisted Potato
Wood Stoked Bbq

Spirits

Bella Bambini Distillery
Black Dog Wine Company
Bones Distillery
Burgess & Burgess Distillery
Country Hammer Moonshine
Creekside Cellars Winery
Deadhead Winery
Forty-Eight Donley
Giant Oaks Winery
Heist Spirits
La Vignetta Winery
McLaughlin Distillery
Red Barn Winery
Red Fox Winery
Silver Mark Cellars
Thistlethwaite Vineyards
Threadbare Cider and Mead
Wigle Whiskey

Sponsors

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The Ivy Green
INTEGRITY WASHINGTON
JACKSON'S
MARS
Miller's ACE Hardware
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RENEWAL BY ANDERSEN
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SS
JOHN SISSON NISSAN
RED FOX
R.M.C. RENTAL
SOUTH HILLS
State Farm
Tanger
Three Rivers Volkswagen
TRI-STATE
WJPA
Observer-Reporter
HERALD Standard
The Dominion Post
reimagines
BeLocal EVENTS

facebook.com/CorksKegsFest corksandkegsfestival.com

06 SUNDAY, AUGUST 31, 2025 OBSERVER-REPORTER

please join us for



FARM TO FORK

THISTLETHWAITE VINEYARDS
SATURDAY, SEPTEMBER 6 3-8PM

BROUGHT TO YOU BY **First Federal** An Observer-Reporter Event **MESSINGER**

LIVE MUSIC | 3PM-5PM **DAN BAKER** | 5PM-8PM **JAKE THOMAS BAND**

VENDORS

Cilly Cakes
Country Girls Hard Tack
EB Wingz
Elysian Fields Pure Bred
Greene County CTC Food Truck
Greene County Farmers Market
Pursley Creek Farm
Bliss Hollow Farms Lavender
The Ivy Green
Jefferson Lions Club
Kiln To Table

Memory Lane Magnets
Oak Tree Acres
Pampered Chef - Amy Chess
Searchlight in Your Kitchen
Sip N'Joy Hand Painted Glass
Somerset Structures
Tiny Little Knots
Treasures in Jars
U.be.u Permanent Jewelry
Vintage Grace Boutique

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The Meadows **HOLLYWOOD CASINO**
The Ivy Green
SEASONS
THISTLETHWAITE VINEYARDS
WJPA
WVU Medicine
BeLocal EVENTS
SOUTH HILLS LINDSEY
STALLION

FREE EVENT NO REGISTRATION NECESSARY TO ATTEND
TICKETS FOR THE VIP EXPERIENCE PORTION ONLY REQUIRES PRE-PURCHASED TICKETS ONLINE

SCAN HERE FOR VIP TICKETS

A TICKET TO THE VIP EXPERIENCE WILL PROVIDE CHARCUTERIE FROM KILN TO TABLE IN WAYNESBURG, A BOTTLE OF THISTLETHWAITE VINEYARDS WINE, A WINE BAG FROM FIRST FEDERAL, A HAY WAGON RIDE, A TOUR OF THE WINERY AND A CHANCE TO MEET THE WINEMAKER. A WINE AUCTION WILL BE AVAILABLE FOR PARTICIPANTS AND VIP PARKING. TICKETS ARE \$50 EACH OR \$90 FOR A COUPLE.

FARMTOFORKEVENT.COM

SPONSORS

44 LUMBER
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08 SUNDAY, MAY 25, 2025 OBSERVER-REPORTER

GET READY TO TASTE THE BEST FOOD ON FOUR WHEELS!

FREE ADMISSION!

GREATER PITTSBURGH FOOD TRUCK FESTIVAL
presented by DEAN'S WATER

MAY 23, 24 & 25 AT HOLLYWOOD CASINO AT THE MEADOWS

FRIDAY 5PM-9PM
SATURDAY NOON-9PM
SUNDAY 11AM-7PM

Shopping! Live Entertainment! Friday Family Fun Night!

FOOD TRUCKS

A Family Affair
ASHKARIS KITCHEN
Buddy's Mac & Cheese
Cauterlot Creamery
Clantro & Egg
Cousins Maine Lobster
Dirty Bird Chicken N' Waffles
Ember's Wood Fired Pizza
Especially Yours Gourmet Popcorn & Sweets Treats
Farmhouse Kitchen & Bakery
Fat Cat Mac Attack Food Truck
Fahrenheit Subs

Forlini's Kitchen
Frost Fairy
GIL'S PIT BEEF
Hermes Food Truck
Hoshi
Hot Beer
Holt Dawgz
Johnnys Seafood Shack
Kiln To Table
Kona Ice Pittsburgh South
Lily's Oriental
M.Empirezza

Miller's Truck PGH
Notorious B.I.T.
Pgh Bird Wagon
Patt's Pastries
Pgh Halal Foods
Pittsburgh Through Truck
Rem's Root Beer
RND Curbside Kitchen
Robbin Fried Spring Rolls
Scratch Garden
Slinkers & Suds
South Side BBQ Company
Stokaters Bn

T&R SWEET CONFESSIONS
Tambelle Italian Express
The Roaming Bean
The Rustic Lemonade Co.
Toms Diner on Wheels
Truckntruggins
Twisted Potato
Vegan Mexican Food Truck
Walrus Pizza
What's Smokin' BBQ
Wood Stoked BBQ

BACK BY POPULAR DEMAND

*** Sampler Program!** yummy

Scan here to Buy Tickets

Sampler tickets allow you to snack on smaller portions at multiple food trucks. Sampler trucks will have signage on display so you know which ones to try. Sampler tickets are the best way to savor delicious bites from numerous food trucks - 20 trucks of all different varieties are participating, so one ticket can get you a scrumptious flavor tour!

Snag three sampler tickets at \$21 during the online presale, or grab them on the event day for \$23.

CHECK OUR FACEBOOK PAGE OR PGHFOODTRUCKFEST.COM FOR MORE INFORMATION

VENDORS

Arbion Equipment
Another You Face Painting
Aunt Carol's Gourmet Dip
Budd Baer Waterproofing
Blue Knight
Budd Baer
Calla's Moonshine Moonshine FUDGE
Chromie
Columbia Gas
Country Creek Furniture Outlet
Crickit
Cress Creek Cigars
Dean's Water
Donna's Sale

Donna's Sale
EAS Roofing
EXP-Jeff Selovski
Farmhouse Scents by Crystal
Flash Factory
Forty-Eight Donley
Gameday Gear
Gobbie Chiropractic Center
Groundworks
Happiness is Homemade
Integrity Construction & Windows
Lady D's Treasures
Mars Realty
MK Bling
NRG Energy
Painted Palette
Peace Love and Pickles
Perfectly Imperfect

Searchlight
Sip N'Joy Hand Painted Glassware
State Fair Mini Donuts PGH
State Farm
Budd Baer
Sunflower Treatery
Tanger Outlets
The Scoop Dog Canine Creamery
The Scoop Dog Canine Creamery
Tupperware with Melissa
U.be.u Permanent Jewelry
Vintage Grace Boutique
Washington Auto Mall
Wear It Well Hand Crafted Jewelry
Wood Stoked

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JOHN SISSON NISSAN
SOUTH HILLS
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beLocal EVENTS

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06 FRIDAY, MARCH 28, 2025 OBSERVER-REPORTER

UPMC | WASHINGTON

KIDS FEST

MARCH 29, 2025

Washington Crown Center - 10-4 p.m.

There is something for the entire family at Kids Fest including

- Up-close encounters with exotic animals from Wild World of Animals
- Magical sing-a-longs with Royal Princess Engagements
- The thrilling Mascot Mashup Race ...who will take the crown?
- Local non-profits offering valuable family resources
- Engaging healthy activities to keep you moving
- Unique shopping experiences with local vendors
- Delicious food trucks serving up tasty bites
- and more!

entertainment

Adagio Health
Advanced Ortho/Surgical
Agoria Cyber Charter School
Allegheny Land Trust
Ambulance and Chair EMS, Inc
Another You Face Painting
Babytoting Logistics
Baker's Waterproofing
Big Brothers Big Sisters of Greater Pittsburgh
Blueprints
Broadford House
Budd Baer
Children's Entrepreneur Market
Chromie Federal Credit Union
Citizens Library
Domestic Violence Services of Southwestern PA (DVSSP)
Dyck's Quest for the Cure
EQT REC Center
Fire Bus Pizza food truck
Fired Up Art Studio
First Federal of Greene County
Get Scouts Western Pennsylvania
GlassOne
Highmark Wholecare
Ivy Rehab For Kids/Positive Steps Therapy
John F. Kennedy Catholic School
KID MANIA Consignment Sales
League of Women Voters of Washington County
Lorelei Highlands Council, Scouting America
League of Women Voters of Washington County
Little Bear and Bean Boutique
Little One Crystal
North Hill Books
North Franklin Twp. Vol. Fire Co.
Our Laughing Place Travel

Papermill/Usborne Books & More
Penn State Extension - Washington County 4-H Program
Pennsylvania Trolley Museum
Piscataway Chiropractic Center
Prestige Plus
Pristine Arena at Southpointe
Rain Day Festival
Reach Cyber Charter School
Renewal by Andersen
Royal Princess Engagements
South Pike Pioneers 4-H Club
Sovereign Community Outreach
State Farm
Stepping Stones Psychiatric Care
Texas Roadhouse
The Ivy Green
The Train Gang of Washington County
Tribe-Tastic Hair by Jen
Tiny Little Knots
Twin Pines Family Services
To Crafting And Beyond
United Way of Washington County
UPMC Washington
UPMC for you DENTAL
Vision Services of Washington -Greene
Washington County Bar Foundation
Washington Co BIDS
Washington Drug & Alcohol Commission (WDAC)
Washington Lions Club
Washington STEAMworks
Washington Wild Things
We Laughed A Zoo by LLC

vendors

Arbion Equipment
Another You Face Painting
Aunt Carol's Gourmet Dip
Budd Baer Waterproofing
Blue Knight
Budd Baer
Calla's Moonshine Moonshine FUDGE
Chromie
Columbia Gas
Country Creek Furniture Outlet
Crickit
Cress Creek Cigars
Dean's Water
Donna's Sale
EAS Roofing
EXP-Jeff Selovski
Farmhouse Scents by Crystal
Flash Factory
Forty-Eight Donley
Gameday Gear
Gobbie Chiropractic Center
Groundworks
Happiness is Homemade
Integrity Construction & Windows
Lady D's Treasures
Mars Realty
MK Bling
NRG Energy
Painted Palette
Peace Love and Pickles
Perfectly Imperfect

Searchlight
Sip N'Joy Hand Painted Glassware
State Fair Mini Donuts PGH
State Farm
Budd Baer
Sunflower Treatery
Tanger Outlets
The Scoop Dog Canine Creamery
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EVENTS IN ACTION



CAUSE MARKETING PARTNERSHIPS



ALIGN WITH COMMUNITY IMPACT

Support causes that
matter locally.

UNIQUE SPONSORSHIP PACKAGES

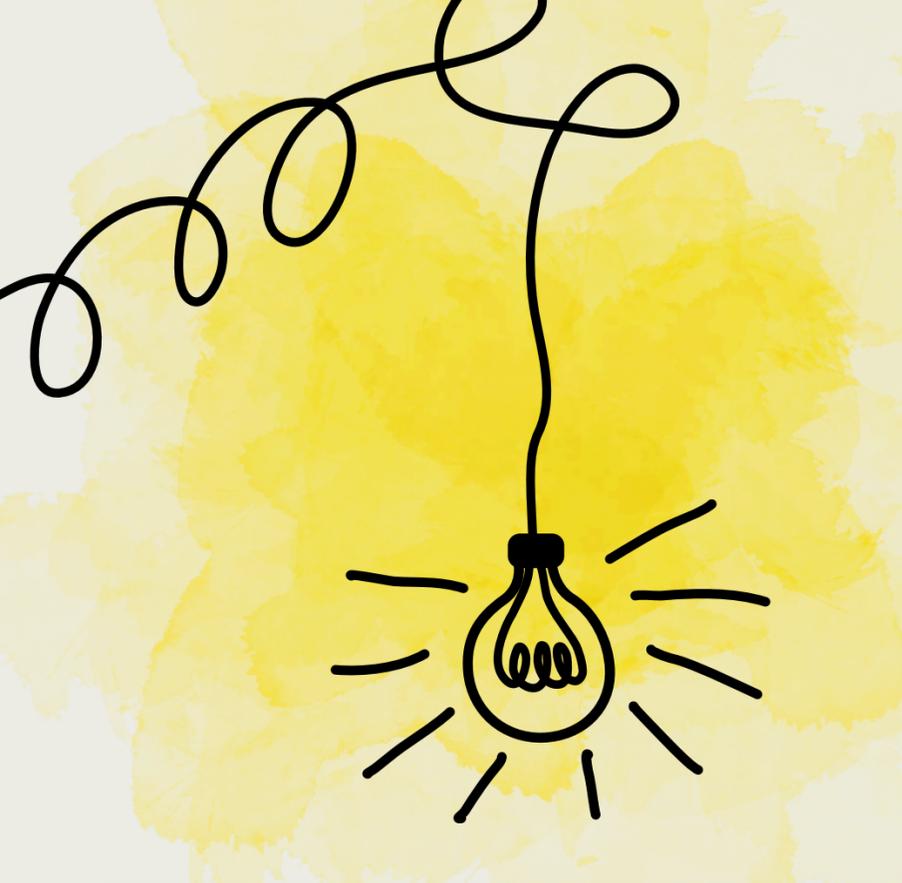
Sponsored pages, sections,
or campaigns.

STRONGER ADVERTISER APPEAL

Businesses love positive
brand association.

PROVEN SUCCESS

e.g., our Driven by Hope
program.

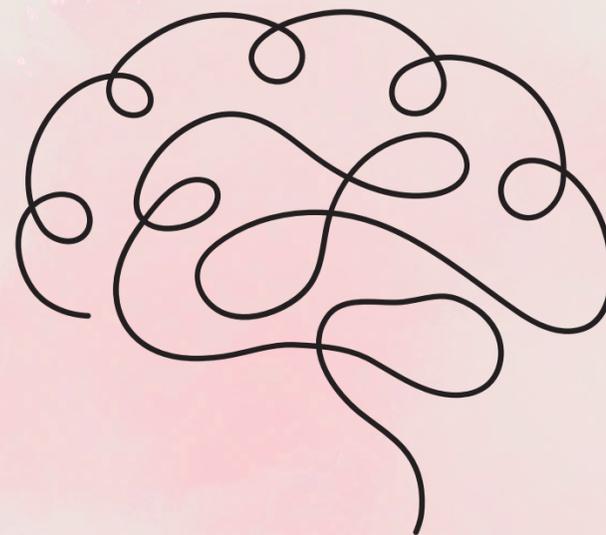


Launched in 2024, **Washington Auto Mall's** Driven by Hope initiative is dedicated to uplifting the nonprofits working every day to make Washington County a better place.

Whether it's funding life-changing programs or honoring the unsung heroes among us, this program shines a light on the organizations moving our community forward.

Learn more about the previously selected non-profits here:
<https://www.observer-reporter.com/drivenbyhope/>

— help us —
RECOGNIZE local nonprofits
 who make a difference in Washington County



The **Washington Auto Mall** launched their Driven by Hope program in 2024 to award Washington County nonprofits with funds to help them improve the lives of community members.

The June recipient was The Johnson-Shaw Foundation! Read about the nonprofit and their local efforts here.



OBSERVER-REPORTER.COM
Helping through the barriers
 Jeffrey Johnson knows firsthand the challenges and difficulties of transit...



A legacy of giving: The Steven Bradley Ward Foundation

Story by Emily King

Steven Bradley Ward was so full of life that when he tragically passed away on Dec. 6, 2015, at 34 years old, his family and friends knew that they had to find a way to see his legacy live on.

Ward graduated from Washington High School in 2000 and Waynesburg College in 2004, earning a degree in criminal justice. At 6'3" and gifted in athletics, he was in the prime of his life when he suffered a massive stroke as a complication of the flu.

Reeling from such a devastating loss, Steve's family and friends chose to honor his life by establishing a nonprofit foundation that would help others in his name. Steve never thought twice about stepping up when someone needed him. The Steven Bradley Ward Foundation honors Steve's life by supporting community members during times of crisis.

The Steven Bradley Ward Foundation was the March recipient of Washington Auto Mall's Driven By Hope award. Washington Auto Mall grants this monetary award monthly to promote and support local organizations that benefit the community.

For almost ten years, the Steven Bradley Ward Foundation has been changing lives in Washington County by financially aiding those who have experienced catastrophic losses or hardships due to medical challenges, emergencies, fire, natural disasters, job loss and more. With the funds raised, the foundation has also been able to support the Salvation Army, Washington City Mission and the DARE program of the Washington County Sheriff's Department. The organization also honors veterans by placing wreaths at the National Cemetery of the Alleghenies.

The Steven Bradley Ward Foundation has worked with local businesses like Red Fox Winery and Lounge to support the Toys for Tots Stuff the Caboose Challenge, which collects toys for local children during the holidays. The foundation has also sponsored the Main Street Farmers Market, helping provide needed exposure to local farms and other small businesses. It has also donated 100 pairs of headphones to the Washington Salvation Army's back-to-school distribution drive.

The foundation also spreads awareness about organ donation. Steve was an organ donor, and through this selfless choice, he was able to help save the lives of others. You can learn more about organ donation through the Center for Organ Recovery and Education at core.org.

"When we invest in our community, whether through sponsorships, charity events or donations to organizations, we contribute to creating a stronger, more connected place for everyone," explains Jennifer Trapuzzano of Washington Auto Mall.

Since launching the Driven by Hope campaign in January 2024, Washington Auto Mall has been able to support a wide variety of incredible organizations in Washington. Read more about the monthly recipients at [observer-reporter.com/drivenbyhope](https://www.observer-reporter.com/drivenbyhope).

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Driven By Hope: Fueling change across Washington County

Story by Emily King

Community connection matters more now than ever, and a partnership between Washington Auto Mall and the Observer-Reporter called Driven by Hope is making a lasting impact on local nonprofit organizations. The initiative selects a different local nonprofit each month to receive both a financial award from Washington Auto Mall and a spotlight in the Observer-Reporter.

The goal of this collaboration is to uplift organizations that are quietly doing the hard work of helping the community. At the heart of this effort is a shared belief in giving back and a deep commitment to strengthening the place we call home. To learn more about this partnership, we spoke with Natalie Gladys from the Observer-Reporter and a member of the selection committee for Driven by Hope.

Driven by Hope was launched in early 2024 when the Observer-Reporter partnered with Washington Auto Mall with the shared goal of giving local nonprofits the recognition they deserve for their work throughout the community.

"With deep roots in Washington County and a long-standing tradition of community involvement, the partnership felt like a natural fit," says Gladys.

As the program's financial sponsor, the Washington Auto Mall makes it possible to provide direct funding to deserving nonprofits.

"The Observer-Reporter serves as the media partner — helping to amplify these nonprofits' stories and expand their visibility throughout the community," says Gladys.

In addition to publishing a full-page article in the newspaper, each feature is promoted digitally through online ads, paid social media and targeted email campaigns, with the aim of increasing engagement and visibility.

The selection process for the featured nonprofit each month is a thoughtful and in-depth process. A dedicated volunteer committee comprised of representatives from the Observer-Reporter and Washington Auto Mall carefully reviews eligible nonprofits.

Each member of the committee brings a unique perspective, representing different areas of Washington County and diverse experiences with local organizations, events and causes.

"Each month, the team evaluates how these nonprofits are actively making a difference in the community and what specific projects or needs the funding would support," says Gladys.

"While we do take into account national observances, themed awareness months and current initiatives being led by local organizations, we're also intentional about ensuring geographic diversity and a broad range of causes are represented," she says.

Past recipients of the Driven by Hope Award include Western Pennsylvania Wounded Warriors, Community Circle Food Pantry and the Johnson-Shaw Foundation.

"Each of these nonprofits serves a very different purpose, from supporting veterans to fighting food insecurity to preserving local history," says Gladys. The diversity of the organizations they spotlight is what makes Driven by Hope so unique.

Beyond supporting these organizations financially and through media coverage, members of the Driven by Hope committee participate in a variety of volunteer opportunities and community events for nonprofits throughout the region, not just those that are specifically selected.

Projects like Driven by Hope reflect the commitment to the community.

"We hope the project inspires other local media organizations to think creatively about how they can uplift the nonprofits around them. Because when every part of a community supports the other, that's when we all can truly thrive," says Gladys.

Nonprofits interested in being considered for the Driven by Hope award can contact Washington Auto Mall or the Observer-Reporter directly. Many of the recipients have been submitted by readers and customers as well.

"We're constantly looking for ways to expand the reach of our efforts and build meaningful connections throughout Washington County. It's exciting to see how this initiative continues to grow and evolve, and we're just getting started."

— help us —
RECOGNIZE local nonprofits
 who make a difference in Washington County



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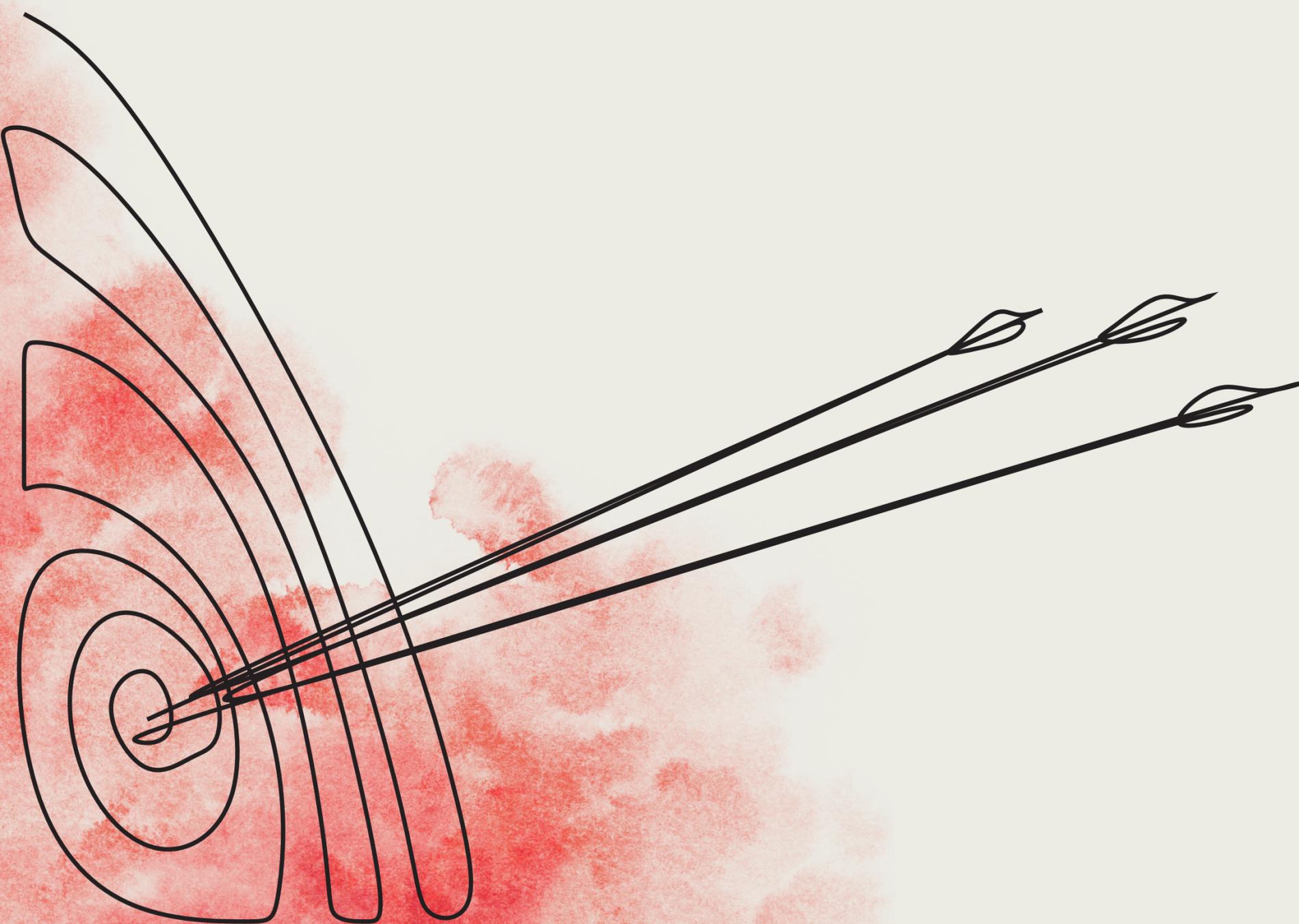
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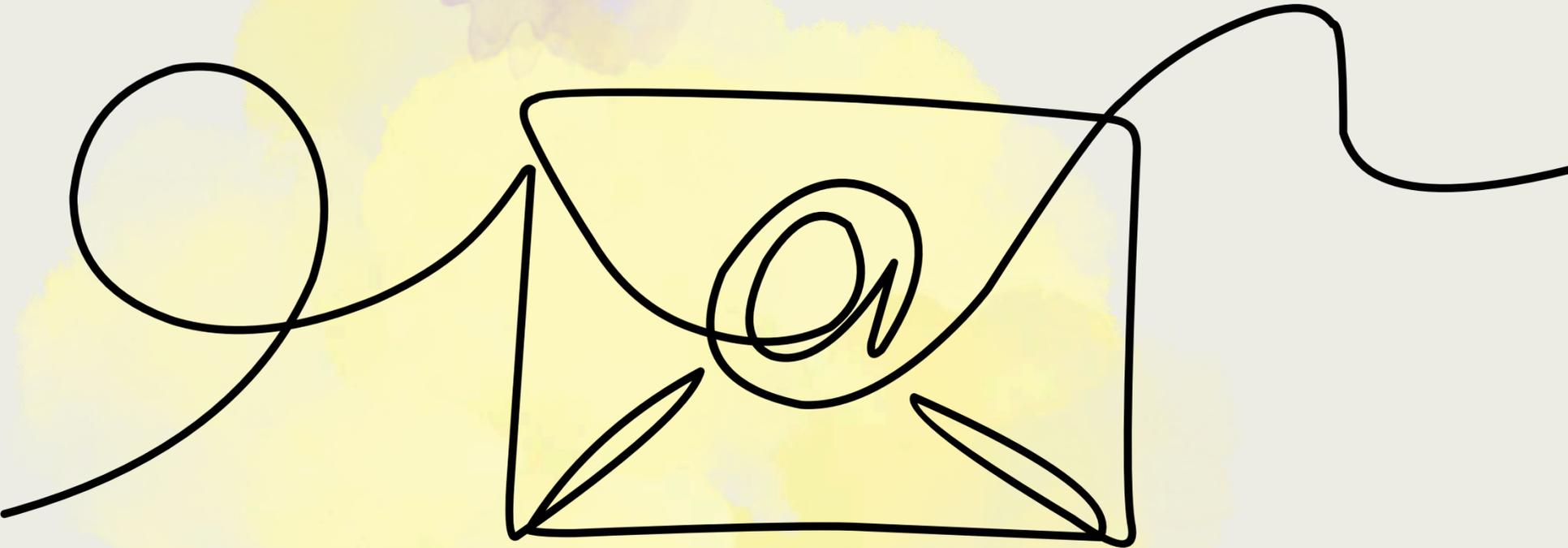
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