



## News Release

FOR IMMEDIATE RELEASE

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### **LSSU Director of Athletics Joins United Way of the EUP Board of Directors**

SAULT STE. MARIE – United Way of the EUP recently announced Dr. David Paitson, the new Lake Superior State University Director of Athletics, has joined their Board of Directors. This collaboration is part of a vision to actively engage LSSU athletics, its staff, coaches, and student-athletes with the community on a greater level.

“The power of bringing our department and the student-athletes in alignment with our community is beneficial to everyone,” said Paitson. “It is a hands-on way our athletes can contribute both volunteer manpower and awareness of issues to improve community conditions.”

Paitson brings more than 25 years of comprehensive management and executive marketing success with intercollegiate, minor and major league sports franchises, including the Columbus Blue Jackets, Indiana Pacers and Sam Houston State University.

“David has a wealth of team building and marketing skills,” said Executive Director of United Way of the EUP, Suzanne Prell. “He’s a strong leader and is used to getting things done. This joining will be a positive move forward for the University and downtown Sault Ste. Marie in becoming a real college town.”

United Way’s Community Engagement Center offers a variety of volunteer opportunities in all three EUP counties for students to plug into. Through an on-line volunteer portal, volunteers now have the power to select the time, location and type of work they’re able to commit to. All opportunities involve United Way’s impact work of Health, Education, and Financial Stability. “Our portal has streamlined the way volunteers connect and serve. It’s made it much easier for people to see what projects or events are upcoming and which fit into their schedule,” explained Raulaniesa Aranda, Community Engagement Director with United Way of the EUP. “I’m very excited to have the opportunity to strengthen our partnership with LSSU athletics, and the LSSU campus as a whole. I look forward to helping them connect to the community through volunteerism and am happy to have them assist with service projects hosted through our office annually such as our upcoming Global Youth Service Day, and our Thanksgiving Mobile Food Pantry in the fall.”

**LIVE UNITED**



**United Way of the  
Eastern Upper Peninsula**

Paitson is directing the LSSU athletics program, which presently sponsors 12 intercollegiate varsity sports (six women's and six men's). He began his career with the NBA's Indiana Pacers serving in public relations and marketing capacities, and prior to his time in intercollegiate athletics, spent 20 years in professional hockey. Paitson earned his Doctorate in Educational Leadership from Sam Houston State University in 2016, completed his graduate degree in marketing and communications at Franklin University in Columbus, Ohio and his undergraduate degree in sports administration from St. Thomas University in Miami, Florida. In 2015, Paitson co-authored *Chill Factor, How a minor-league hockey team changed a city forever*. The book reached No.1 in two categories on Amazon (hockey, sports industry). Dr. Paitson and his wife Lauren have relocated to Sault Ste. Marie, Mich.

#### **ADDITIONAL INFORMATION**

United Way of the Eastern Upper Peninsula was originally established in 1956 and celebrated "60 years of Caring" in 2016. More information about United Way of the Eastern Upper Peninsula, including approved logos, can be found by visiting [www.unitedwayeup.org/media](http://www.unitedwayeup.org/media).

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