



Embargoed Until:
1:10 pm, September 15th 2010

The Movement that Will Change Our World

Red Deer, Alberta – Wednesday, September 15, 2010 – “Join the Movement” is the 2010 theme for United Way’s community campaign. The “movement” theme was chosen to capture the energy, excitement and success of the big rally cries of the 1960’s peace movement and the more recent Obama campaign, “Yes We Can”.

“Join the movement” takes inspiration from these global causes where people stood hand in hand to make a difference – and making a difference is the raison d’être of United Way. Each year, thousands of individuals, hundreds of companies and volunteers give of their personal time and money to provide food, clothing, education, and safe places to rest for strangers and friends.

This year, over 500 people came together to celebrate the joy of giving. To accommodate the growing number of supporters, the event was moved to the Capri Hotel, this year’s Gold sponsor. On hand to jumpstart the campaign was a team of dedicated companies and employees who helped announce over \$120,000 in early contributions by companies wanting to make an early commitment to the campaign.

Roger Breault, 2010 keynote speaker, said that “it’s a genial, fun and joyful change that incurs within you when you raise money for critical programs and services”. He went on to further say that “it’s even physically tantalizing as you experience goose-bumps when you hear the words, ‘of course I will help you’”.

Sherri Smith and Don Bunch helped unveil the 2010 campaign goal of \$2,000,000. Sherri and Don were chosen as they represent the new and nearly-new volunteers helping out this year. Sherri has volunteered with United Way for over 20 years and Don is new to the campaign. Together, along with over 10 cabinet volunteers, they will help Lars Rogers, Chair of the Campaign Cabinet raise more money than ever before in the history of the United Way of Central Alberta.

Lars Rogers is experienced at this work, and has seen first-hand the impact of United Way at work. With two years as Campaign chair in B.C. and five years on the Board in Central Alberta, his passion and energy for United Way is unending. His call to action is for “people to come together in creative new ways to ensure no one is left behind as we make our communities stronger than ever before”.

Established in 1965, United Way of Central Alberta is a charitable organization working to improve lives and build communities by engaging individuals and mobilizing collective action. More information on the initiatives and agencies supported by United Way can be found at www.caunitedway.ca .

For more information, contact:

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