United Way
Central Alberta

United Way's Sockey Night in Red Deer a success!

Red Deer, Alberta – December 13, 2011 – The Red Deer Rebels made a huge win for the community on Friday, December 9. In partnership with Telus and the Rebels, United Way held the third annual *Sockey Night in Red Deer.*

Thanks to the support of so many caring community members, United Way was able to donate a total of 1138 socks to six local charities: Central Alberta Women's Outreach Society, Central Alberta Refugee Effort, Central Alberta Aids Network, Red Deer Clothing Bank, Canadian Mental Health Association and Safe Harbour Society. United Way was able to determine that there is always an urgent need for clean, warm socks during the winter months. During the second intermission, socks were thrown on the ice, creating a sea of fabric that was quickly gathered and prepared for donating. "We can't thank the community enough for their support. This was a great event and exceeded our expectations." said Jodi Hinshaw, Sockey Night in Red Deer Committee Chair.

"This event helps us bring awareness to the needs in the community and how United Way is instrumental in meeting those needs. It shows that even by donating or purchasing a pair of socks you are not only supporting United Way's community campaign, but your keeping people warm during the harsh winter months," said Linda Wilson, United Way Division Chair and Sockey Night in Red Deer committee member.

Over $5,000 raised at this event was put towards United Way's community campaign. To date, 67 per cent has been raised, a total of $1,320,448. "We are officially tracking behind last year. We are working hard to ensure that the funds are coming in but we really need the support of the community right now. As we go into Christmas, we need to make sure that the campaign stays strong," said Lars Rogers, 2011 Volunteer Campaign Co-Chair.

The money raised during this campaign is put directly back into the community and provides consistent funding to over 30 programs and services in Central Alberta. Last year, 27,041 people received counseling, outreach and support services related to physical well being and mental health. In total, over 92,000 people in Central Alberta were helped thanks to donor dollars raised during campaign.

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