

Embargoed Until:
9:00am, January 27, 2011

United Way Supporters Recognized for Campaign and Community Leadership

Red Deer, Alberta – Thursday, January 27, 2011 – United Way of Central Alberta volunteers, staff and supporters were gathered to pay special tribute to companies and individuals who demonstrated exceptional dedication during the 2010 United Way campaign.

The **2010 Community Builder Awards** are given to supporters to acknowledge their dedication in making Central Alberta a stronger, more vibrant region. Eligible organizations must show significant or sustained growth in their campaign regarding participation and/or financial investment, as well as demonstrate a commitment to building community awareness. Four Community Builder Award winners were presented as follows:

Sustained Growth:

**NOVA Chemicals
London Drugs**

Significant Increase:

**Bank of Montreal
CIBC**

Employee Participation Awards were also presented to the following companies:

Bronze Award – employees with 65% participation and \$25 or more per capita
Dow/MEGlobal

Gold Award – employees with 75% participation and \$25 or more per capita
Agrium, Evraz and RBC Dominion Securities

Excellence Award – employees with 100% participation and \$50 or more per capita
Ashely Furniture and Homestore, Canadian Mental Health Association, Costco Wholesale, Scott Builders, Red Deer and District SPCA

Mercury Award – employees who have shown outstanding improvement from previous years
Royal Bank of Canada, Service Canada, Bashaw and District Support Services, Canada Post Red Deer and Area employees, Big Brothers, Big Sisters - Lacombe

The **Welcome Aboard Award** was presented to **Bunch Projects**. Employees showed their amazing enthusiasm for the campaign and commitment to United Way. They achieved an impressive employee participation rate of 14% in their very first year.

The **2010 Ray Morrison Award** was presented to **Sherri Smith** from **Proform Concrete** for outstanding volunteer commitment. The Ray Morrison Award was created to acknowledge Ray's exemplary level of campaign commitment and 15+ years of volunteer leadership. Sherri Smith has mentored a strong group of people over the years and has been described as one of the most giving and generous people to support United Way.

The **2010 Loaned Representative Award** was presented to **Red Deer College** for sponsoring the United Way Loaned Representative program in 2010. Red Deer College has supported United Way for many years and has shown leadership through its employee campaigns and partnerships on research projects.

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