

## **Early support confirmed by MEGlobal**

**Red Deer, Alberta** – Tuesday, April 23, 2013 – MEGlobal announced today their commitment to fund United Way of Central Alberta’s Loaned Representative Program, an essential component to the success of United Way’s annual Campaign. This commitment allows United Way to hire an additional staff member for the Campaign season, without donor dollars being used. With an added staff member at their busiest time of year, United Way is able to connect with more employees and potential donors to share the impact a donation to United Way can have. This is the second year in a row that MEGlobal has sponsored the Loaned Representative Program.

“United Way of Central Alberta is our charity of choice. We know how critical the Loaned Representative program is to the success of the United Way Campaign and we want to help our community as much as we can. We like partnering with United Way because the money stays to help people locally. It’s simple - strong, healthy communities is smart business,” said Jim Lampe, Americas & Asia Supply Chain Manager for MEGlobal.

United Way has been utilizing the Loaned Representative Program for over 10 years. Companies can choose to either provide the funds for United Way to hire someone, as in the case with MEGlobal, or they can lend an employee, who will gain valuable skills in public speaking, customer service, team work, problem solving and time and project management.

Over the years, many community-minded organizations have sponsored Loaned Representatives including: Red Deer College, City of Red Deer, RBC, Alberta Government, ScotiaBank, Servus Credit Union and Canada Revenue Agency. For companies interested in sponsoring, there are many other opportunities to co-brand with United Way, including the anticipated Kick Off Luncheon or partnering on various marketing materials including the annual brochure, which is distributed to over 30,000 individual and workplace donors through Central Alberta. For more information on sponsorship opportunities, contact the United Way office at 403.343.3900.

Established in 1965, United Way of Central Alberta is a recognized leader in bringing people and resources together to improve lives and build stronger communities. United Way invests in building community capacity, and supporting vital programs and services that help people live vibrant and resilient lives. Since its inception, United Way has invested over \$30 million into human care services in Central Alberta.

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For more information, please contact:

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