



United Way Is Collecting Socks For Central Alberta

Red Deer, Alberta – Thursday, November 14, 2013 – With the United Way Campaign in full swing, United Way has raised over \$1,305,157, or 58% of the \$2.25 million campaign goal. To add to that total will be the funds raised during United Way's annual Sockey Night in Red Deer on Friday, November 15.

In partnership with the Red Deer Rebels, Telus, Redcore and Solace Salon in iHotel, United Way volunteers will join in cheering on the Red Deer Rebels while selling socks and raffle tickets to fans. During the second intermission, fans will be encouraged to throw their socks onto the ice, which will be collected and donated to four local charities: Central Alberta Women's Outreach Society, Central Alberta AIDS Network Society, Canadian Mental Health Association and Safe Harbor Society. Funds raised through the purchase of socks and raffle tickets will also be distributed to local social service agencies after a thorough review process in the spring.

"This is a great partnership with the Red Deer Rebels because your whole family can get involved in giving back to the community. It's also an opportunity to start teaching your children how important it is to give back to those who may not be as fortunate," said Buck Buchanan, 2013 Volunteer Campaign Co-Chair.

The money raised during the 2013 campaign and Sockey Night in Red Deer is put back into the community and provides consistent funding to over 35 programs and services in Central Alberta. Last year, 5,765 woman and children were able to escape and address violence in their lives.

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