



**Monday, November 18, 2013**

## United Way Collects Socks For Central Alberta.

**Red Deer, Alberta** – Monday, November 18, 2013 – As of today, \$1,405,543 or 62% of the goal has been achieved. To add to the growing success of Campaign, United Way held their fifth annual Sockey Night in Red Deer on Friday, in partnership with the Red Deer Rebels, Telus, Redcore and Solace Salon in iHotel.

During second intermission of the Rebels game on Friday, hockey fans were encouraged to throw socks onto the ice, which were then collected by United Way volunteers. Thanks to the support of so many caring community members, volunteers and sponsors, United Way is able to donate hundreds of socks to four local charities: Central Alberta Women's Outreach Society, Central Alberta AIDS Network Society, Canadian Mental Health Association and Safe Harbor Society. Sockey Night in Red Deer also raised over \$2,800 towards the 2013 United Way Community Campaign. "With the snow that came just before the game, I think people really realized that winter is here and there are people in our communities who have nowhere to go to escape the elements. Something as simple as a pair of socks can make a difference in someone's well-being, even if it is only temporary. The money raised at the game will be invested to help people move out of poverty and will have lasting impact. At the end of the game, Rebel fans helped their community in more ways than one," said Dustin Sundby, 2013 Volunteer Campaign Co-Chair.

This year a new sponsor Redcore came onboard. "We wanted a way to get involved and show our support in our local community. We know that United Way is working to build strong communities and healthy people, which is something we too believe in. We are proud to partner with United Way on this specific event because we know that our donation will have a direct impact in Central Alberta," said Shaun Richer, Marketing Coordinator for Redcore.

The money raised through sock and raffle sales will go put directly back into the community and provides consistent funding to over 35 programs and services in Central Alberta. Last year, 1,598 individuals with low or limited incomes to find affordable housing and employment.

More information on Sockey Night in Red Deer can be found at [www.caunitedway.ca](http://www.caunitedway.ca).

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