



Embargoed Until:
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United Way Campaign Soars to New Heights with Milestone Achievement

Red Deer, Alberta – Thursday, January 16, 2014 – United Way volunteers, supporters and staff gathered this morning to celebrate the success of the 2013 Community Campaign. Central Albertans joined together and raised an astounding \$2,201,193, an increase of 4% or \$86,126 over last year's achievement and marks the first time the campaign has raised over \$2.2 million.

"The achievement announced today tells us that the sharpened focus we have set for the organization is resonating with campaign donors and volunteers," said Robert Mitchell, CEO of United Way Central Alberta. "It's a clear sign that our community is committed to long-term social change. United Way has come a long way from being the umbrella fundraiser of yesteryear. Today's United Way is about addressing the root causes of social problems and bringing people together around the solutions."

Dustin Sundby and Buck Buchanan, United Way's volunteer 2013 Campaign Co-Chairs, thanked Central Albertans for being "Superheroes for Change", and attributed the success to the development of new business, building stronger connections with organizations running workplace campaigns, and heavily promoting the Leadership Matching Challenge.

"Overall, it's the generosity of the community, and the people who are willing to step forward for their neighbours, friends and colleagues to make this a great place to live" states Buchanan. "By giving so generously in 2013, Central Albertans have shown that they care and want to continue to have lasting impact that benefits us all."

"We are very proud of this accomplishment," says Dustin Sundby, Regional Managing Partner at MNP. "We had a great team in place, but we would not have been able to reach this milestone without every single workplace, organization and individual that believes and supports in United Way."

Recognition at the event included presenting awards to a number of workplace campaign including the top three contributors: NOVA Chemicals, DOW/MEGlobal and Shell Canada; Community Builder Awards – Sustained Growth to Ineos and Bank of Montreal; Community Builders – Significant Growth to Enterprise Rent-A-Car and Worley Parsons Cord; Welcome Aboard to Calfrac Well Services; and Loaned Representative Sponsorship to MEGlobal.

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