

Two Impassioned Volunteers Lead 2011 Campaign

Red Deer, Alberta – Monday, June 13, 2011 – Two dedicated, long-term volunteers will take the helm of this year's community campaign. Sherri Smith, Finance Controller at Proform Concrete Services and Lars Rogers, Director of Commercial Banking at CIBC, will lead a group of extraordinary volunteers who will focus on increasing awareness of the vital services and programs funded by United Way, and raising additional resources to meet pressing regional priorities.

"We're proud to work with our peers and mentors to increase the level of investment into local programs that provide personal care and support to people who are experiencing rough patches in their lives," says Lars. "Our role is simple: ask everyone we meet to help in some way. Sherri and I believe that everyone needs help at some time in their life, and everyone can offer help: whether it's giving of their time, helping to broaden the network of donors, or by giving a financial gift. We're very honoured to be working with a team of passionate people who want to make a difference."

"United Way is extremely excited to have Lars and Sherri lead the campaign efforts this year," says Jennifer Forrest, Resource Development Director, United Way. "With over thirty-five years of combined campaign experience, this duo brings tremendous knowledge and capacity to the organization. Sherri is the longest standing volunteer on cabinet, slightly surpassing Lars' twelve years of experience leading numerous United Way initiatives. Their enthusiasm and commitment to making a difference is evident in all that they do," concludes Forrest.

"Lars and I both know that sharing personal stories of how people's lives are being transformed is one of the most important parts of our role. You can see faces light up when we tell them their donation is able to help parents with emotional support during a family crisis, or that a family is now in a stable home. It's exciting because it's an investment in our future," offers Smith.

If you are interested in volunteering alongside an amazing group of committed community leaders, contact United Way at 403.343.3900, e-mail info@caunitedway.ca or click on "get involved" on our website at www.caunitedway.ca.

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 \$22 million into human care services in Central Alberta.

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For more information, please contact:

Jennifer Forrest
Resource Development
Director
United Way of Central Alberta
403.343.3900

Sherri Smith
Co-Chair
2011 United Way Campaign
403.391.7912

Lars Rogers
Co-Chair
2011 United Way Campaign
403.392.5366