



## United Way of Central Alberta's Board of Directors Announce Appointment of New CEO

Red Deer, Alberta – Monday, September 12, 2011 – After an extensive search across Canada, United Way of Central Alberta's Board of Directors announced today the appointment of Robert Mitchell as CEO.

"It was difficult to replace someone who has helped to move United Way of Central Alberta from a fundraising organization to one that is focused on community impact. It has been a big change, and continues to be a primary focus for United Way. While the search of a new CEO was widespread, we are excited to have found someone in the local community who has extensive non-profit experience and is familiar with United Way. Robert clearly understands and believes so strongly in the work that we do in the community," stated Joe Deutscher, United Way of Central Alberta Board President.

Robert has widespread experience in the non-profit sector and is well known in the Central Alberta community. Previous to joining United Way of Central Alberta, Robert was the Community Services Coordinator for the Municipal District of Bighorn and the Executive Director of the Independent Living Resource Centre of Calgary. Robert also holds a Post Graduate Diploma in Management Studies for Non-Profit Organizations. He is originally from a small town in England, called Felixstowe and relocated to Canada in 2003 from the London, UK area where he was CEO of Middlesex Young People's Clubs.

"I am excited to join an organization that is so committed and passionate about the community. There is no greater privilege than to have the opportunity to be a part of positive social change and to make a difference in the lives of so many community members. I thank Heather for her steadfast dedication and look forward to building on the foundation that she, and the Board of Directors and staff have created," stated Robert Mitchell. "United Way has such a strong history and reputation in this community, and I am thrilled to be a part of such a great organization."

Robert will begin his new duties on September 13, just in time for the United Way of Central Alberta's annual community fundraising Kick Off Luncheon. Robert will be formally introduced at the event and will be available for comments at that time. Tickets for the luncheon are still available and can be purchased online at [www.caunitedway.ca](http://www.caunitedway.ca) for \$50 per seat or \$400 per table. Anyone interested may also contact the United Way of Central Alberta office at 403.343.3900.

Established in 1965, United Way of Central Alberta is a charitable organization working to improve lives and build community by engaging individuals and mobilizing collective action. More information on the initiatives and agencies supported by United Way can be found at [www.caunitedway.ca](http://www.caunitedway.ca).

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