



United Way
Central Alberta

Embargoed Until:
1:10 pm, September 15, 2011

United Way of Central Alberta's Encourages You To Make a Gift to the Community

Red Deer, Alberta – Thursday, September 15, 2011 - Over 400 people were on-hand to help United Way of Central Alberta kick off this year's annual fundraising campaign at the Capri Centre. The annual Kick Off Luncheon marks the start of the four-month fundraising drive to raise money for services and programs that help one in three Central Albertans each year.

Campaign co-chairs Lars Rogers, Director of Commercial Banking at CIBC, and Sherri Smith, Proform Concrete Services, were joined by other United Way volunteers and local celebrities in announcing the 2011 campaign goal of \$1,960,000. "The economy affects us all but imagine the impact it has on the thousands of Central Albertans that need access to crucial social services. With the community rallying together, we can make Central Alberta great for everyone," stated Sherri Smith. Last year, thanks to strong community support United Way of Central Alberta helped over 92,000 people. "This year's fundraising will continue to enable kids to be all that they can be, move people from poverty to possibility and promote healthy people and strong communities," concluded Lars Rogers.

United Way of Central Alberta's new CEO Robert Mitchell was also on hand to celebrate the kick off campaign. "It's great to see how much community support this organization has behind it. It's easy to see that United Way is an integral part of the strength of this community and without supporters who truly believe in what we do, there would be no United Way.

Each year, United Way mobilizes the power of Central Alberta's volunteer, financial resources and people from all walks of life in the months from September to December, to achieve common purpose, ensuring that services are available to anyone who needs them. The dollars raised during the campaign are allocated, by community volunteers, to programs and services who provide strong and lasting impact in Central Alberta.

Established in 1965, United Way of Central Alberta is a charitable organization working to improve lives and build resilient communities by engaging individuals and mobilizing collective action. More information on the initiatives and services supported by United Way can be found at www.caunitedway.ca.

-30-

For more information, please contact:

Robert Mitchell
CEO

United Way of Central Alberta
403.343.3900
robert@caunitedway.ca

www.caunitedway.ca

Lars Rogers
Volunteer Campaign Co Chair
United Way of Central Alberta
403.343.3900

Sherri Smith
Volunteer Campaign Co-Chair
United Way of Central Alberta
403.343.3900