



Central Alberta Rallies around United Way for 2011 Campaign

Red Deer, Alberta – Wednesday, November 9, 2011 – United Way of Central Alberta staff and volunteers have been busy over the past nine weeks working to achieve 49 per cent, or \$953,000 of the \$1.96 million dollar community goal for the 2011 campaign. "The first half of campaign is always the exciting part. There is a lot of momentum and enthusiasm around what the community can do when joining together. Now that we are entering into the second half, we need to remind everyone that there is still a lot of work that needs to be done to achieve our community goal and to ensure that necessary programs and services are supported in Central Alberta," says Lars Rogers, 2011 Campaign Cabinet Co-Chair.

Thanks to United Way volunteers and supporters, the campaign is tracking slightly ahead of last year. Many contributing organizations are running their campaigns a little later this year, which can make it difficult to compare it with last year's campaign. "Each campaign is different and that's what makes it exciting year over year. We've seen more interest than in the past, which has us feeling good about the message that we're putting into the community. We have had many opportunities to visit local businesses and share how donor dollars are making a difference in the lives of individuals. It can be a great way for people to see first-hand how their donations are working in their community," says Sherri Smith, 2011 Campaign Co-Chair.

To ensure that programs and services can meet increasing demands, United Way of Central Alberta has asked the community to consider increasing their contributions by 10 per cent, which would allow kids to be all that they can be, move people from poverty to possibility and help build strong communities and healthy people.

The money raised during this campaign is put directly back into the community and provides consistent funding to over 30 programs and services in Central Alberta. Last year, 19,441 low income individuals and families were supplied with food, clothing and shelter. All together, over 92,000 people in Central Alberta were helped thanks to donor dollars raised during campaign.

-30-

For more information, please contact:

Robert Mitchell
CEO
United Way of Central Alberta
403.343.3900

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