



United Way reminds community that it's never too late to give back

Red Deer, Alberta November 29, 2011 - Central Albertans have joined together this year to ensure that United Way of Central Alberta reaches their goal of \$1.96 million. As of today, the campaign has raised \$1,193,909, 61% closer to their goal.

"Even if we achieve our goal this year, there is a greater need than ever before out there for more dollars to be invested in the community. The more we raise, the more programs and services we can continue to support so that they will always be there for Central Albertans when they need it," said Sherri Smith, 2011 Volunteer Campaign Co-Chair.

"What's really exciting is that at the same time we are raising the funds, we are also recruiting community members to invest these funds. We don't do it alone, the community raises the money, and they decide where it is needed most, with a little help and guidance from us, of course. The more money that is raised right now, the more help and support that we can bring to our community members in only a few months" said Robert Mitchell, United Way of Central Alberta CEO.

United Way's community campaign will continue into the month of December and staff would like to remind everyone that it's never too late to give, or to even ask the questions of how to start a workplace campaign. If you would like to know how to donate or encourage friends, family or co-workers to join you, please contact the United Way office at 403.343.3900.

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, 5,231 children and youth had access to mentorship opportunities, camp experiences, nutrition and educational support. In total, over 92,000 people in Central Alberta were helped thanks to donor dollars raised during campaign.

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For more information, please contact:

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