



United Way surpasses halfway mark and continues to generate momentum

Red Deer, Alberta – Wednesday, November 16, 2011 – United Way of Central Alberta has raised 54 per cent of its \$1.96 million campaign goal so far. The current \$1,069,000, a two per cent increase from this time last year, is a result of the dedication of volunteers and the support of Central Albertans who believe so strongly in their community.

"All of us on the Campaign Cabinet are excited to have surpassed the 50 per cent mark. However, we keep reminding ourselves that this is only half of our goal and that there are thousands of people who are depending on that other 50 per cent being raised in the next few weeks," said Sherri Smith, 2011 Campaign Cabinet Co-Chair.

Many workplace campaigns are taking place for the month of November and carry on into December. "We are pleased to see that new donors are coming on board this year and we would like to remind the community that if they have any questions or concerns, to contact the United Way office. We believe in being transparent with our existing and potential donors and are happy to address any concerns and share how their donor dollars can make a difference in their community," said Lars Rogers, 2011 Campaign Cabinet Co-Chair.

"It is wonderful to see the campaign progress each week," said Robert Mitchell, United Way of Central Alberta CEO. Mitchell has been with United Way since September. "Being a part of this year's campaign has been a great experience so far and I look forward to us achieving our campaign goal."

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, 12,648 women and children accessed shelter and assistive services to address domestic violence and sexual abuse, enabling them to make positive choices and overcome barriers that prevented them from living a life free of violence. In total, over 92,000 people in Central Alberta were helped thanks to donor dollars raised during campaign.

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