



**Embargoed Until:**

**9:00 am, Tuesday January 10, 2012**

## **Rallying to Reach United Way Goal**

**Red Deer, Alberta** – Tuesday, January 10, 2012 – in just under three weeks, United Way volunteers and staff will be unveiling the campaign achievements for the 2011 campaign. As of January 9, 2012, the community has raised \$1.8 million. United Way still needs to bring in another \$100,000 to maintain an essential network of social programs and resources. Staff and volunteers are hard at work to bridge the gap to the goal over the next few days. Based on the early indications, the outlook was optimistic when the campaign first launched in September, but the campaign has had to face some tough challenges over the last few weeks.

“Every year it amazes us how people will step forward and donate as much as they can, because they believe so strongly in ensuring social services are available to everyone in our community. Many people have told us that they have increased their gift by 10 per cent or more. That’s an incredible commitment to the community, and we want to thank them on behalf of those who will be benefitting from this generosity,” says Lars Rogers, 2011 Volunteer Campaign Co-Chair.

As an added incentive, the campaign co-chairs have committed to having their hair dyed the United Way red. “As long as we raise at least as much as we did last year, we will dye our hair. It’s our way of showing our ‘undying’ dedication and commitment to the great people in this community. This year has been about having a good time with the campaign, and we want to end this campaign on a fun note,” added Rogers.

If you haven’t sent in your donation for the 2011 campaign, the United Way office is still accepting donations to add to the community campaign, in person or online at [www.caunitedway.ca](http://www.caunitedway.ca).

A touchdown event is held each year to announce the campaign achievement and to publicly thank outstanding individuals and businesses for their ongoing support. This year’s touchdown will be taking place on:

January 26, 2012 (7:30 am – 9:00 am)

Location: **Donald School of Business**

Everyone is welcome and encouraged to attend this event. “We are all in this together and as such, we should celebrate together,” said Robert Mitchell, United Way of Central Alberta CEO.

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For more information, please contact:

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Lars Rogers  
Volunteer Campaign Co Chair