



Embargoed Until:

9:00 am, Tuesday January 26, 2012

United Way Campaign Swings to a Close

Red Deer, Alberta – Thursday, January 26, 2012 – United Way staff, volunteers and supporters gathered on Thursday to celebrate the close of the community campaign. **“Join the Movement”** was the theme again for this year’s campaign, and the community responded with astounding support, raising \$1,932,247 a modest, yet successful increase of 1.6% from last year. Over the 47 years, United Way has raised an incredible \$26,901,121 which was all invested back into the community.

The campaign achievement was unveiled during United Way’s annual Touchdown event, with Oaktree Property Service Inc. employees rappelling from the roof of the Millennium Centre in downtown Red Deer and holding the total to the windows for the audience to see. “We see such extraordinary generosity from our community and we wanted to give everyone an exciting way to see how their work has paid off,” said Sherri Smith, 2011 Volunteer Campaign Co-Chair.

Each year, United Way also takes the time to thank supporters for their commitment to their community. “Without the dedication of volunteers, business owners and community members we wouldn’t be able to raise the amount of money that is needed to support the community. We want to make sure that each person knows that this was made possible thanks to them,” said Lars Rogers, 2011 Volunteer Campaign Co-Chair.

Money raised during the campaign will be invested back into the community in just a few short months. Funding is awarded by a group of community members on the Community Impact Council who are interested in having input into where their money is having an impact. United Way of Central Alberta is currently recruiting volunteers for this committee and welcomes anyone who is interested to contact United Way’s office at 403.343.3900 or info@caunitedway.ca.

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For more information, please contact:

Robert Mitchell
CEO

Lars Rogers
Volunteer Campaign Co Chair

Sherri Smith
Volunteer Campaign Co Chair

United Way of Central Alberta
403.343.3900