



**Embargoed Until:**

## United Way Sees The Heroic Side Of Supporters

**Red Deer, Alberta** – Thursday, October 17, 2013 – United Way of Central Alberta staff and volunteers have been busy over the past 4 weeks and are excited to announce that 35 per cent, or \$787,817 of the \$2.25 million dollar community goal for the 2013 campaign has been raised so far. “We have been working at connecting with our local businesses, partners and donors to let everyone know that they can be a hero to community members in need. There are so many people who have already been helped by United Way each year and yet we know that there are still more who need support,” says Dustin Sundby, 2013 Volunteer Campaign Cabinet Co-Chair.

The money raised during the 2013 Campaign will be invested back into the community in just a few short months. “We want to show our donors that their decision to support United Way is already having a positive impact on the community, which is why we strive to invest it as soon as possible. This year, we were excited to welcome 6 new programs into our United Way family, creating stronger impact and supporting more kids to be all that they can be,” says Robert Mitchell, CEO of United Way of Central Alberta. “It’s even more crucial that we have a successful campaign, as we are hoping to welcome even more programs into the fold early this spring.”

This year’s Campaign theme is ‘Be A Superhero For Change’ and by all accounts it seems to have resonated with the public. “It’s a simple decision to step forward and support your community and that simple decision has a lasting impact on hundreds if not thousands of lives. That’s what we believe superheroes do, protect and support those in need,” says Buck Buchanan, 2013 Volunteer Campaign Co-Chair. “This Campaign started strong and we need it to continue on that trend. However, we still have a long way to go.”

The money raised during this campaign is put directly back into the community and provides consistent funding to over 40 programs and services in Central Alberta. Last year, 3,368 young children and their families were able to learn about how to get the best start in life. Altogether, over 108,000 people in Central Alberta were helped thanks to donor dollars raised during campaign.

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