

United Way Partners with Scott Kia to Drive Change

Red Deer, Alberta – August 5, 2014 – United Way is partnering with Red Deer’s Kia dealership for the 2014 Kia Drive Change promotion taking place from July 21st to August 21, 2014 in Red Deer, a \$100 of every Kia vehicle sold between these dates goes to United Way.

The Kia Drive Change program launched in Toronto in 2010. This campaign prioritized building important social skills like respect, responsibility, ambition and drive. Since then, Kia Drive Change has encouraged people across Canada to share how their act of change, no matter how big or small, can help make a difference. In its partnership with United Way Central Alberta, Red Deer Scott Kia enriches the spirit of the national program. The Red Deer Drive Change promotion ends on August 21st with a BBQ hosted by Scott Kia with all donated proceeds going to United Way.

Scott Kia is an important partner in the Central Alberta community. Scott Kia and the other dealerships under Scottsville group of companies engage their employees every year to help make the annual United Way campaign a success. The dealerships have over 70% employee participation rate and run a very effective campaign. “We really want to celebrate the incredible work that United Way is doing to help make Central Alberta communities strong. Together we’re able to help support the most vulnerable people who need help,” stated Garret Scott, “I am quite comfortable saying that United Way as an organization and as a community partner is giving us the best return on our investment.”

Established in 1965, United Way of Central Alberta is a recognized leader in bringing people and resources together to improve lives and build stronger communities. United Way invests in building community capacity, and supporting vital programs and services that help people live vibrant and resilient lives.

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