



**United Way**  
Central Alberta

**Embargoed Until:**

**1:10 pm, September 11, 2014**

## **United Way Central Alberta Encourages the Community to Get off the Bench and Bring the Change**

**Red Deer, Alberta** – Thursday, September 11, 2014 – United Way’s annual Kick Off Luncheon brought hundreds of people to the Sheraton Hotel to join in celebrating the launch of the 2014 community campaign. This four-month drive works to raise funds for services and programs that help Central Albertan kids to be all that they can be, move people from poverty to possibility, and promote healthy people and strong communities.

This year’s event encouraged the community to get off the bench and bring the change by giving, acting or volunteering. Attendees were encouraged to discuss how they would each make positive change in the community. Dustin Sundby and Lynne Mulder, 2014 Volunteer Campaign Co-Chairs also thanked the community for their support last year, and encouraged everyone to contribute again. “If everyone does just a little bit to make change, the result is that we can collectively make some dramatic and positive changes in our community. That’s why we are challenging everyone to think of ways that they can make this change happen.” Mulder continued, “Every year, we are amazed by the generosity of our community members, and we are here to ask everyone to step forward again and renew their commitment to the community through United Way.”

The Leadership Matching Challenge was promoted at the luncheon for the third year, with a total amount of \$37,500 available to be matched. Thanks to MNP, Warren Sinclair LLP, Canadian Tire North and Drs. Alayne & Lawrence Farries, all new donors that give at a Leadership level (\$1,000 or more) will have the opportunity to have their donation matched. Any existing United Way donors who increase their current leadership gift will also have their increase matched, until the Leadership Challenge fund is depleted. “We are sponsoring the Leadership Matching Challenge again this year because it is an opportunity for us to be part of something special. We have always thought that it is our responsibility to support our community. We believe that giving to United Way is a great way of doing that and hope that the Challenge encourages others to do the same.” stated Don Murray, owner of Canadian Tire North.

Also highlighted at the event was United Way’s annual Jumpstart program. This program recognizes companies who have already contributed to the upcoming campaign. In total, companies like Studon, Royal Bank, CIBC, and Bunch Projects have pledged over \$221,000. Dustin Sundby commented on the increase by saying, “It’s a positive sign when so many companies are already confirming their commitment to United Way by matching or increasing their pledges before the campaign has even started. We continue to see growth in the campaign because more owners and businesses see how strongly their employees embrace the positive impact that United Way is having in their community.

This year, the key sponsors for the luncheon included the Sheraton Hotel as platinum sponsor; silver sponsors included Openhwy, Reaction Marketing, Willson Audio Visual and Enmax. Bronze sponsors included Dave Brunner Fine Art Photography, Red Deer and District Labour Council, and Ing & McKee. Additional sponsors included Servus Credit Union, Sobey’s South, Bistro on Gaetz, Red Deer Symphony Orchestra, Las Palmaras Restaurant, Central Alberta Greenhouses and Housewarmings.

Each year, United Way mobilizes the power of Central Alberta’s volunteer and financial resources from September to December, to achieve community impact, ensuring that services are available to anyone who needs them. The dollars raised during the campaign are allocated by community volunteers to programs and services which provide strong and lasting impact in Central Alberta. Established in 1965, United Way of Central Alberta is a charitable organization working to improve lives and build resilient communities by engaging individuals and mobilizing collective action.

For more information, please contact:

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