



Friday, November 7, 2014

United Way Presents Sockey Night in Red Deer

Red Deer, Alberta – Friday, November 7, 2014 – United Way is hosting their sixth annual Sockey Night in Red Deer on November 15, 2014, in partnership with the Red Deer Rebels and Telus, sponsored by Redcore Ltd., Target Safety Services Ltd., Rezone Well Servicing Ltd., Soderquist Appraisals Ltd. and Liquid Force Environmental Ltd.

During the second intermission of the Rebels game, hockey fans are encouraged to throw socks onto the ice, which are then collected by United Way volunteers. Thanks to the support of so many caring community members, volunteers and sponsors, United Way is able to donate hundreds of socks to local charities, including The Outreach Centre, Safe Harbour Society, Central Alberta AIDS Network, Canadian Mental Health Association and John Howard Society. Sockey Night in Red Deer is also a great opportunity to create awareness and fundraise. "Sockey Night in Red Deer is another opportunity for us to follow through on this year's campaign message, Get Off The Bench and Bring The Change. Winter is around the corner and this event is about helping the people in our communities who can't escape the elements. I think United Way supporters have a vested interest to help people move out of poverty. The socks gathered, the awareness and the money raised at this event will help our community in more ways than one. With the support United Way has received this year, the campaign as a whole is shaping up to be a great success," said Dustin Sundby, 2014 Volunteer Campaign Co-Chair.

Redcore Ltd. is a Sockey Night in Red Deer sponsor for the second year in a row. "When a community comes together we can achieve great things. We support United Way because we also believe in changing social conditions so that individuals and families can enjoy a better life. We are proud to sponsor this specific event because we know that our donation will be a direct investment in the health of our Central Alberta community," said Shaun Richer, Business Development & Marketing Coordinator for Redcore Ltd.

United Way's Sockey Night in Red Deer comes just after the halfway point in the annual United Way campaign. Over the last two months, United Way volunteers and staff visited hundreds of employees across Central Alberta to show the impact that United Way has in their community. Speaking engagements included dinner meetings with Enterprise Rent-a-Car staff, early morning safety meetings at the Shell Canada plant near Caroline, and everything in-between. The presentations are another way United Way engages supporters and community members, and encourages them to Get Off The Bench and Bring The Change.

More information on Sockey Night in Red Deer can be found at www.caunitedway.ca.

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