



United Way Announces Additional Support from City of Red Deer to lead the 2015 Campaign

Red Deer, Alberta - May, 28 2015 - United Way Central Alberta is pleased to announce Red Deer City Councillor, Lynne Mulder and City Manager, Craig Curtis will be leading the 2015 fundraising campaign for the 50th anniversary year.

Lynne Mulder returns for her second year in the co-chair role. "I look forward to working with Craig this year," said Lynn Mulder. "The Central Alberta community is extremely generous, and I feel fortunate to be part of such a caring region!"

Through his role as City Manager, Craig Curtis brings a wealth of knowledge to the organization. He previously held the position of Director of Community Service, and served on boards of organizations that are focused around social services, multiculturalism and heritage. "I am delighted to help lead United Way's fundraising campaign this year with Councillor Lynne Mulder, whom I've worked with for many years," said Craig Curtis. "United Way's broad reach allows me to serve people across the region and make sure that programs and services will continue to help them."

The City of Red Deer and United Way have a long standing partnership history. In addition to running a very strong workplace campaign and encouraging employees to give back to their community, employees and Councillors have taken many volunteer leadership roles with the organization; many of whom continue to remain active volunteers. The announcement also comes on the heels of the launch of 211 information phone service in Red Deer, a program led by United Way and sponsored by the City of Red Deer.

"We are committed to encouraging community support for the 2015 campaign. In difficult economic times, most of us feel stress and uncertainty, but that's how the most vulnerable people in our community feel every single day. It is these individuals and families that will need our help more than ever. The dollars we raise in our 2015 campaign will go a long way in helping to build stronger and healthier communities in Central Alberta. Together we can make a difference!" said Lynne Mulder.

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For more information, please contact:

Robert Mitchell, CEO
United Way Central Alberta
403.343.3900

Lynne Mulder, City Councillor
Volunteer Campaign Co-Chair

Craig Curtis, City Manager
Volunteer Campaign Co-Chair

About United Way Central Alberta

United Way's mission is to improve lives and build community by engaging individuals and mobilizing collective action. By investing in programs that get to the root causes of socio-economic issues, United Way is able to change people's lives and lift them to new levels of possibility. All donations are invested by active community volunteers and directed into Central Alberta communities to create community impact. Established in 1965, United Way Central Alberta celebrates its 50th anniversary this year.