



September 10, 2015  
FOR IMMEDIATE RELEASE

## United Way Central Alberta Kicks Off 50<sup>th</sup> Anniversary Campaign

*Red Deer, Alberta – September 10, 2015* – United Way Central Alberta kicks off its 50<sup>th</sup> anniversary community fundraising campaign this afternoon at the Sheraton Hotel to a sea of over 500 red-clad supporters.

The event marks the start of the four-month fundraising drive to support three areas of priority investment: education, income and wellness. Education enables kids to be all that they can be, the emphasis on income moves people from poverty to possibility, and the promotion of wellness builds strong communities which rely on healthy individuals. Fundraising is led by a core team of dedicated volunteers, and likewise the investments in community impact programs are made by engaged volunteers.

It falls to the volunteer Campaign Cabinet Co-Chairs – this year Red Deer City Councillor Lynne Mulder and City Manager Craig Curtis – to motivate, inspire, and keep the variety of presentations on schedule. This year's highlights include real-life stories from people whose lives have been transformed by United Way's support, the unveiling of the 50th Anniversary Timeline video, and select footage from the "Dragons Den-style presentation" made by applicants for the new Community Impact Legacy Grant.

Despite the economic challenges facing Alberta this year, United Way is hopeful that those who can will rally their support to cover the gaps. It is encouraging that registrations for the Kick-Off Luncheon are 20 percent stronger than last year, and that early contributors to the Jumpstart Program have jointly guaranteed a total of \$212,820 to begin the campaign. Thanks to Proform, CIBC, MNP, Servus Credit Union, Royal Bank, Shell Canada, Studon Electric & Controls, Alberta Health Services and many more, United Way's campaign is off to a great start!

"Our community is strong," said Lynne Mulder. "Although most of us may feel economic pressure right now, there are people that feel that pressure every single day of their lives. Now is the time to show what Central Alberta is made of and make a lasting impact on our region."

Special thanks to the Sheraton Hotel, the premier sponsor for the kick-off event, as well as to our other major event supporters: Enmax, Reaction Marketing, Willson Audio Visual, Red Deer and District Labour Council, Shell Canada, Dave Brunner Photography and Openhwy.

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For more information, please contact:  
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### **About United Way Central Alberta**

United Way's mission is to improve lives and build community through engagement and mobilized collective action. By investing in programs that get to the root causes of complex social 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 50 anniversary this year.