



October 23, 2015

FOR IMMEDIATE RELEASE

It's Sockey Night in Red Deer!

Red Deer, Alberta – October 23, 2015 – United Way Central Alberta is pleased to announce the seventh annual Sockey Night in Red Deer, presented by GCS Energy Services Ltd. in partnership with the Red Deer Rebels and Telus.

For weeks United Way has been collecting socks, largely donated by chiropractors in Red Deer, to support a great cause: warm feet for all – and of course, United Way! This event brings together sports fans of all ages to share some spirited fun selling and throwing socks on the ice during the second intermission.

Socks can be purchased at the game, or fans can also purchase beforehand and bring them along to the event. All proceeds from sock sales go to United Way for investment in more than 40 Community Impact Programs. Fans who purchase socks can also win some great prizes, such as a Rebel's Box Suite, or a movie package with a 42 inch TV!

"We chose to sponsor this event because we believe in the work the United Way does and the community programs they support for people who need them. Plus, we love the Rebels!" said Greg Schmidt, President of GCS Energy Services Ltd.

"Sockey Night has become an annual highlight in our fundraising campaign," explained Jennifer Forrest, Resource Development Director for United Way Central Alberta. "It raises awareness of our campaign – this year being our 50th anniversary – and the impact we are making across our region. It's also fun, involves community members of all ages, and helps keep people warm through our cold Alberta winter!"

"This is a challenging year for our workplace campaign because of the layoffs at companies affected by the downturn in oil prices," continued Robert Mitchell, CEO for United Way Central Alberta. "We need to raise awareness across the region that there will be even more demand for the services we support. So if you are able, please give a little more to help meet this demand. When everyone gives a little, it can add up to a lot."

On Monday, October 26, socks will go out for delivery to five of our partner agencies who will make sure they get onto the feet of those who need them in time for winter.

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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.