



October 1, 2015

FOR IMMEDIATE RELEASE

United Way Days Begin. Time to Eat, Drink and Shop

Red Deer, Alberta – October 1, 2015 – United Way Central Alberta today announced that it's time to Eat, Drink and Shop to support your community.

United Way Days is a fun promotion that provides an alternative way for small businesses to participate in the annual fundraising campaign. Most promotions run from October 1 to 31. Vendors choose a promotion that relates to one of their products or services, and donates all or part of the proceeds to United Way Central Alberta for the duration of the month.

"Small businesses are a significant contributor to our Central Alberta economy," explained Lynne Mulder, volunteer Campaign Co-Chair and Red Deer City Councillor. "We want to ensure they also have the opportunity to participate in creating impact in our communities."

Everyone is invited to add their support to United Way Central Alberta's 50th Anniversary fundraising campaign by enjoying the products and services offered on promotion by these participating vendors. Unless otherwise specified, these promotions run from October 1 to 31.

Bistro on Gaetz - 25¢ on every cookie sold.

Botanica Garden Restaurant - 50¢ on every lunch buffet (Mon-Fri)

Chillabongs - \$1 on every pint and pitcher of any Rickard's Red beer and \$1 on every Chillabonga burger

Edgar Restaurant - \$10 on every catering order (applies until Dec 31)

Imperial Oil Esso - \$2 on every \$25 gift card sold (applies until Nov 9)

Las Palmeras - \$1 from any flavour margarita (including non-alcoholic)

Mitchell & Jewel - \$5 ring cleaning and inspection. (Year round. All proceeds go to United Way.)

Openhwy – 25% of all advertising sold

Special Event Rentals – 15% on all Chiavari chair rentals.

Tandoor n' Flame - 50¢ on every lunch buffet.

Turple Brothers Ltd. - \$50 on every ski-doo sold.

By supporting these vendors, you are supporting both your local business community, and yourself as a resident of Central Alberta who can benefit from the programs that United Way supports.

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For more information, please contact:

Robert J. Mitchell, CEO, United Way Central Alberta

403.343.3900

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.