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FOR IMMEDIATE RELEASE

United Way's 50th Anniversary Campaign Still Inviting New Contributors

Red Deer, Alberta – November 25, 2015 – Approaching the end of its 50th Anniversary Community Campaign, United Way Central Alberta is cautious but optimistic that the campaign will bring in close to what was raised last year.

"We are delighted to see several new organizations step forward to support our campaign this year, which we knew was necessary for success," said Robert Mitchell, United Way CEO. "And many of our loyal contributors have rallied in response to our call for additional help."

Thanks to companies like NOVA Chemicals, Stantec, DOW/MEGlobal, GE (doing business as Quinn Pumps) and Keyera who have added many new dollars to the campaign fund, donations to date are not far behind what they were at this time last year.

While the majority of support for United Way comes from workplace campaigns, there is one event that adds a sizable contribution to the annual campaign – the Scotch Classic! Inspired and driven by a group of passionate United Way volunteers, who just happen to love Scotch, the event has added over \$25,000 to the Community Impact Investment Fund this year.

"Although we organize hundreds of details for the event," explained Lars Rogers, Chairperson of the Organizing Committee, "The Scotch Classic is made possible by our distributors and sponsors who share a passion for Scotch and want to encourage more people to develop a taste for it. The volunteer time we contribute is worth the sweet and satisfying finish!"

The 5th Annual Scotch Classic was presented by MNP on November 19, 2015 at the Pidherney Centre. The new VIP Tasting event was made possible by Alberta Private Client (ATB Financial). Souvenir tasting glasses were sponsored by Liquor Crossing, and TD Canada Trust made sure everyone had a safe ride home. Gold Sponsors – CIBC, Altalaw, RBC Royal Bank, Bilton Welding and Manufacturing and GCS Energy, provided significant financial support to ensure the event was a first class success.

Although the 2015 appeal is nearing the finish line, United Way is hopeful that campaign momentum will continue. The big banks are just starting their campaigns, and their support will be crucial to turning the "cautiously optimistic" atmosphere to a celebratory one. There is still time for other organizations to join the movement. Final tally for 2015 donations will be announced on January 21, 2016 at the annual Touchdown event.

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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.