



December 1 2015

A Gift that Impacts Local Lives – UWCA Unveils new Gift Catalogue

Red Deer – December 1 2015 – Central Albertans now have the opportunity to give a thoughtful gift that makes a lasting impact in their community. United Way Central Alberta (UWCA) has chosen “Giving Tuesday” to unveil its new *Gift Catalogue*.

Simply go to UWCA’s website, click on “Gift Catalogue” and purchase a gift online from one of our three investment areas: Education, Income, and Wellness. The recipient will receive an e-card describing your gift, and you will receive a tax receipt – it’s that easy.

Not only will you be giving a meaningful gift to a friend, loved one or client, your donation will be used to impact lives in Central Alberta. Gifts range in price from \$25 to \$200. All gifts are described in more detail on the website.

<http://caunitedway.ca/home/onlinestore/>

This year, you can choose to make a gift of **sending a local child to camp**, or **providing a safe place** for a family escaping domestic violence for a night. These are just two examples.

In 2014, United Way helped change the lives of thousands of Central Albertans. When you invest through United Way, **you are creating lasting change** in our community.

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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.