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FOR IMMEDIATE RELEASE

United Way Salutes Central Albertans for Their Heart and Dedication in Support of Community Need

Red Deer, Alberta – Thursday, January 21, 2016 – United Way volunteers, supporters and staff gathered to celebrate 50 years of generosity in Central Alberta at the annual Touchdown Breakfast, hosted by the Radisson Hotel.

“We stopped asking people to give more, and started asking more people to give... and those who could, came through!” explained Lynne Mulder, volunteer Campaign Co-Chair and Red Deer City Councillor. “It was an incredibly tough year, but it shows us just how committed our community members are to helping one another.”

United Way’s goal was simple: to raise as much money as possible to ensure the social service needs in the community were met. Between September and December 2015, donors pledged a total of \$2,264,934 in Central Alberta – an extraordinary achievement!

“We are here today to present awards for extraordinary campaign achievements. I salute all these groups for their heart and dedication in support of community need,” said Craig Curtis, volunteer Campaign Co-Chair and Red Deer City Manager. “This year’s campaign success means we can continue to support programs previously approved under the three-year cycle, as well as open up the Education programming area to new funding.”

Among the heroes awarded at the Touchdown celebration were the Top Three Workplace Contributors: NOVA Chemicals, DOW/MEGlobal and Alberta Health Services. The Community Builder Awards for Sustained Growth went to Scotiabank and Canada Revenue Agency; the Community Builder Awards for Significant Growth went to Farm Credit Canada and GE Oil and Gas; and the Welcome Aboard Award was presented to Stantec.

“We would like to thank all our volunteers and donors for making our 50th Anniversary Campaign a great success,” said Robert Mitchell, CEO for United Way Central Alberta. “Because of you, United Way Central Alberta has sustained 50 years of positive impact in our community, and with this momentum will start counting off the next 50 years!”

Now that the 2015 campaign is wrapped up, a team of community volunteers will begin reviewing applications and making the hard decisions about how best to invest donor dollars in programs that will have maximum community impact.

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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.