



FOR IMMEDIATE RELEASE

## Saturday is Sockey Night in Red Deer!

Red Deer, Alberta – October 21, 2016 – United Way Central Alberta is pleased to announce the eighth annual Sockey Night in Red Deer in partnership with the Red Deer Rebels – Saturday, October 22 beginning 7pm at the ENMAX Centrum.

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

Sports fans can bring new pairs of socks or purchase them at the game for a chance to win prizes. All proceeds from sock sales go to United Way for investment in more than 40 community programs and services across Central Alberta.

“We support local charities in whatever way we can,” explained Dean Williams, VP Marketing and Sales for the Red Deer Rebels. “This event is a great fit for us because it attracts the families and kids that will become our future customers, but also because we believe in the work the United Way does across our Central Alberta community.”

“United Way’s fundraising efforts are largely focused on supporting workplace campaigns which encourages employees to donate a little bit off each pay period. It’s a program that works very well for employees who want to give back to their community,” said Jennifer Forrest, Resource Development Director for United Way Central Alberta. “However, Sockey Night in Red Deer has a special role to play. Not only does it raise awareness of our campaign 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!”

“During these challenging times it is important to acknowledge how fortunate we are to live in a country where most of us are comfortable,” commented Robert Mitchell, CEO for United Way Central Alberta. “While some families are experiencing financial difficulties right now, most of us have the resources to offer something to help others navigate their current challenges. Sockey Night is a great way to give back as it has a double benefit of helping United Way and keeping feet warm in the winter!”

On Monday, October 24, 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 most.

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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 celebrated its 50<sup>th</sup> anniversary in 2015.