

FOR IMMEDIATE RELEASE**It's Chuck-a-Puck Night in Red Deer!**

Red Deer, Alberta – February 24, 2017 – United Way Central Alberta is excited to announce Chuck-a-Puck night in Red Deer – their new fundraising event, this year presented by TBS Hockey (a Division of TBS Sports), and hosted by the Red Deer Rebels. As a result of the enthusiasm shown by sponsors and the Rebels, United Way looks forward to making this an annual event.

Friday's game is Carpet One Bobble Head Night for the Rebels, where the first 1,500 fans received a Colby Armstrong bobble head give-away. As excitement was high, it was an excellent time for United Way to debut their Chuck-a-Puck event. Fans were offered the opportunity to purchase soft pucks to throw at targets on the ice for a chance to win one of three prize packages. The support of event and prize sponsors ensures that money raised for United Way can be put back into programs that create transformative and lasting community impact in Central Alberta.

"Sports fans just love throwing things on the ice – especially, but not exclusively, kids," explained Tom Bast, owner and CEO of TBS Sports. "We got behind this new Chuck-a-Puck initiative because it is a great way to bring together sports fans in support of a good cause as well as educate our younger hockey enthusiasts about the importance of giving back to their community."

"Hockey is all about winning by supporting the success of others on the team," explained Dean Williams, VP Marketing and Sales for the Red Deer Rebels. "The same principle applies to ensuring the success of our family, friends and neighbours. We all win when the community is strong. The Chuck-a-Puck event is a fun way for that team spirit to expand beyond the rink."

In addition to the support of TBS Hockey and the Red Deer Rebels, many others in the business community supported Chuck-a-Puck by donating products and services for the three prize packages. United Way would like to acknowledge and thank all those who participated in making this debut event a success: Baymont Inn & Suites, Blue Sage Catering, Browns Social House, Collicutt Centre, ENMAX, Jump 360, London Drugs, RAW Impressions Photography, Speedpro Signs, Telus and Visions Electronics,

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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 50th anniversary in 2015.