

FOR IMMEDIATE RELEASE

United Way Celebrates the Possibilities Created in Central Alberta

Red Deer, Alberta – Friday, February 10, 2017 – United Way volunteers and supporters gathered this morning to enjoy a Community Celebration Breakfast. This event – presented by Collins Barrow in partnership with the Holiday Inn Hotel & Suites, Red Deer South – recognizes the support of Central Albertans and celebrates the impact that United Way is making across the region.

Our 2016 theme ‘Together, We Are Possibility’ was driven home today,” said Craig Curtis, volunteer Campaign Co-Chair and Red Deer City Manager. “There is no merit in reflecting on how difficult the year was, and we won’t. We are here to celebrate the incredible contributions of our many supporters who have ensured we are able to continue to make visible and lasting change for our community.”

United Way’s campaign objective is always to raise as much funds as possible: the more raised, the larger the impact in the community. Despite the challenging economy, supporters pledged a total of \$2,145,640 in Central Alberta, which will enable United Way to maintain the same level of support for programs in 2017 as was provided in 2016.

“Thank you all for putting so much heart into making our 2016 campaign a success,” said Ken Johnston, volunteer Campaign Co-Chair and Red Deer City Councillor. “We have acknowledged a few of our outstanding workplaces here today, but ultimately the success rests -- especially in this difficult time for our community, on the dedication and contribution of each and every one of you – together.”

Among those awarded at the Community Celebration Breakfast were the top three fundraising contributors: NOVA Chemicals, DOW/MEGlobal and Alberta Health Services. The Rising Star award went to Scotiabank for continued growth in fundraising and participation; the Innovation Award went to Central Alberta Refugee Effort for their resourceful and collaborative campaign initiatives; and the Employee Campaign Coordinator Award went to Kayle Akins for demonstrating exemplary campaign leadership at her workplace (DOW/MEGlobal).

“A big ‘Thank You’ to everyone. Because of you, United Way Central Alberta has sustained 51 years of positive impact in our community,” said Robert Mitchell, CEO for United Way Central Alberta. “Now it’s time for us to review applications and make the difficult decisions about where to invest the dollars raised during campaign.”

Community investments for 2017 will be announced in April.

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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 anniversary in 2015.