

FOR IMMEDIATE RELEASE

## United Way Celebrates the Possibilities Created in Central Alberta

**Red Deer, Alberta** – Friday, February 9, 2018 – 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.

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 \$2,040,126 in Central Alberta, which will enable United Way to support the programs and agencies that need it most.

"Thank you all for putting so much heart into making our 2017 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 Servus Credit Union and INEOS for continued growth in fundraising and participation; the Innovation Award went to McDonald's for their new collaborative campaign initiatives.

"United Way has helped support agencies offering critical services to your community when the need is so great," said Linda Wilson, volunteer Campaign Co-Chair. "And it was with your help we were able to go above and beyond this year."

Community investments for 2018 will be announced in April.

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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.