

# MEDIA RELEASE

Phone (204) 477-5360 Fax (204) 453-6198 Web [www.UnitedWayWinnipeg.mb.ca](http://www.UnitedWayWinnipeg.mb.ca)



**For Immediate Release:  
Friday, October 3, 2008**

## **UNITED WAY AT 45% OF ITS 2008 CAMPAIGN GOAL!**

Winnipeggers have generously donated \$8 million to United Way's 2008 Campaign! That's 45% of this year's total fundraising goal of just over \$17.8 million. "This significant progress is a testament to the amazing things Winnipeggers can accomplish when we all work together, united, toward a common goal," said Bob Silver, United Way's 2008 Campaign Chair. "We're gaining momentum, which is great because we still have a long way to go."

The progress was announced at today's Report Session One, held at Red River College's Princess Street campus to highlight one of United Way's three main areas of focus: helping children and youth achieve their potential.

"There is a natural parallel between United Way and Red River College," said Graham Thomson, Dean of Red River's School of Business and Applied Arts. "We're both committed to ensuring young people are ready and able to cope with the challenges and respond to the opportunities that the next stage of life will bring. We're both trying to create an environment where they will develop the skills and confidence they'll need to achieve their goals and realize their dreams."

Hosted by sisters and United Way youth volunteers Ashley and Cie-Kay Lam, the event also underlined the importance of encouraging young people to take a more active role in shaping the future of Winnipeg. Through a variety of new and exciting youth engagement opportunities, United Way has been able to reach further into the community for greater impact, said Bob Silver.

Dollars raised from United Way's 2008 Campaign will be invested in programs and initiatives that support the essentials for a good life: a quality education that leads to a stable job, income that can support a family through retirement, and a healthy neighbourhood that encourages personal well-being. Focusing on these essentials, United Way brings together the people and resources to promote lasting change and prevent problems from happening in the first place. Together, united, we are creating opportunities for a better life for all Winnipeggers.

*For more information please contact:*

**Kate Fenske**

**Director, Communications**

United Way of Winnipeg

Phone 477-5360 (office) | 330-5160 (cell) | [kfenske@UnitedWayWinnipeg.mb.ca](mailto:kfenske@UnitedWayWinnipeg.mb.ca)