

United Way Shoots for the Stars to Announce History-Making Goal

United Way of Winnipeg rolled out the red carpet today to unveil the most ambitious campaign goal in its 40-year history: \$16.6 million.

Tom Bryk, 2005 Campaign Chair, made the announcement at Stevenson Aviation & Aerospace Training Centre Red River College.



Thirty teams (including labour, youth, workplace and agencies) participated in the competition by pulling a 727.

most ambitious goal in United Way's 40-year history, but we have the best reasons in the world why we have set our sights so high. By donating to United Way, you are investing in making our city a place where our dreams for ourselves and our neighbours can come true, both now and in the future."

Thanks to Corporate Donors, Leadership Donors and Pacesetter Accounts (workplaces that ran their employee campaigns prior to the citywide kick-off) United Way has already raised \$5.7 million or almost 35% of its goal.

United Way of Winnipeg also wishes to acknowledge the many supporters who made this event possible, including Stevenson Aviation and Aerospace Training Centre Red River College, Winnipeg Airports Authority, Inland Audio, Q1 Production Technologies Inc., Manitoba Pork Council, Peak of the Market, Canada Safeway, Pepsi, Freightliner Manitoba, Dryden Air, Air Canada, Central Display and Red River College Food Services.

Approximately 1,000 volunteers, agency representatives, Cabinet members, labour leaders and workplace accounts joined Bryk, as well as the Premier, to announce this year's lofty goal.

"You learn very quickly working with United Way that no expectation is ever too great," said Bryk. "This is the



2005 Campaign Chair, Tom Bryk unveils United Way's most ambitious campaign goal ever: \$16.6 million.

The official Campaign Kick-Off program was preceded by a barbecue lunch and a Plane Pull competition. Thirty teams (including labour, youth, workplace and agencies) participated in the competition by pulling a 727. Billed as "Plane Pull 2: We Journey Forward", the event was the sequel to last year's blockbuster kick-off to a campaign that raised more than \$16 million that was invested into the community.

United Way invests in strategies to make Winnipeg a stronger, more vibrant city by providing core funding that builds sustainability into agencies, programs, services and initiatives to ensure a stable network that will be there tomorrow. United Way also provides one-time funding to kick-start innovative solutions.

"Now it's up to us each and every one of us to do our part and keep up the positive momentum," said Bryk. "We need to challenge our co-workers, our family, our neighbours and ourselves to reach for bigger, loftier goals and set high expectations to make this city all that it can be a place we're proud to call home and where our dreams for our families can come true ... Because We Live Here."

For more information, please contact:

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