

NEWS RELEASE

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United Way and CanWest Global Communications Corp. Team Up for CNIB Art Auction Day of Caring to Raise \$38,000

As part of United Way of Winnipeg's year 'round Day of Caring program, 40 employee volunteers from CanWest Global Communications Corp. helped raise \$38,000 at an art auction benefiting the Canadian National Institute for the Blind (CNIB) at the Winnipeg Convention Centre, last night.

"This event is what a Day of Caring is all about," said Suzanne Lucas, Chair of United Way's Day of Caring Committee. "United Way brings workplace volunteers together with agencies we fund. From an art auction to building a playground, projects are completed in a day and have a lasting impact on everyone involved."

Artworks available for bidding at CNIB's Eye on the Arts Benefit Auction included over 200 original works of art—including Aboriginal art, oils, water colours and prints by a variety of talented local, national and international artists. The event featured a live auction, silent and rainbow auctions as well as a palate draw; with all proceeds benefiting CNIB (Manitoba). Almost four dozen volunteers from CanWest Global Communications Corp. including other CanWest properties throughout Winnipeg worked as art carriers, auction recorders, spotters, registration, ticket sales and wrapping attendants.

"Giving back to the community is one of CanWest's core values, and United Way is an integral part of our community, one that our employees embrace whole-heartedly on a local and national level," said Bruce Leslie, Vice-President of Community & Public Relations with CanWest Global Communications Corp., "CanWest and CNIB have mutually supported each other over the years in various community endeavours, so United Way's Day of Caring is an ideal charitable fundraising opportunity for our employees to support."

As one of nearly 100 Winnipeg agencies that receive funding from United Way, CNIB is a nation-wide, community-based charity committed to research, public education and vision health for all Canadians. CNIB provides the services and support necessary for people to enjoy a good quality of life while living with vision loss. Through CNIB, Canadians have access to rehabilitation counseling and training, innovative consumer products, peer support and one of the world's largest libraries for people with print disabilities. In 2006-2007, the CNIB received \$374,600 in funding from United Way of Winnipeg.

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“We appreciate the support of United Way and the volunteers from CanWest for our Day of Caring,” said Delcy-Ann Selymes, CNIB Managing Director of Services & Operations, Western Zone. “Events such as the Eye on The Arts Benefit Auction help provide services to all Manitobans living with vision loss; making a profound difference in their lives.”

Each year, over 60 United Way of Winnipeg Day of Caring projects involve hundreds of volunteers in Winnipeg. Over 500 Day of Caring projects have been completed over the past ten years.

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