

Friday, September 22, 2006

United Way Proudly Announces 2006 Campaign Goal as Winnipeggers Share the Spirit at "Plane Pull 3" Kick-Off

United Way of Winnipeg's 2006 Campaign got off to a high-flying start today during "Plane Pull 3: Share the Spirit" when its \$14.7 million goal was officially announced at Stevenson Aviation & Aerospace Training Centre – Red River College.

Arriving in a helicopter and wearing a fighter pilot's jump-suit, Nick Logan, 2006 Campaign Chair, unveiled this year's goal to an estimated 1,300 exuberant volunteers, agency representatives, Campaign Cabinet members, labour leaders and workplace accounts; co-hosts HOT 103's Ace Burpee and QX 104.1's Caroline Hunter, plus special guests: Premier Gary Doer and Mayor Sam Katz.

Thanks to Corporate Donors, Leadership Donors and Pacesetter Accounts (workplaces that ran their employee campaigns prior to today's event) United Way has raised a remarkable \$5,626,131 or 38.2 per cent of its goal. United Way experienced a record-breaking day yesterday accepting \$1.7 million in donations in one day.

"Winnipeg is going through some of the best times ever in its history," said Logan. "That's why United Way needs the support of every Winnipegger to reduce poverty and marginalization, encourage successful youth and build stronger, safer neighbourhoods. Now is the best time to make our great city even greater."

The United Way Campaign Kick-Off included Plane Pull 3 "Share the Spirit" -- a competition featuring 38 teams (8 more than last year) representing labour, workplace and agencies. Teams competed to see who could pull a 150,000-pound 727 jet aircraft the furthest distance in the shortest amount of time. They also competed for best team spirit (best cheer) and best team attire. Plane Pull 3 "Share the Spirit" is the sequel to the 2005 campaign which saw over \$14.1 million dollars donated directly to United Way.

United Way gratefully acknowledges the support of all those who made Plane Pull 3 "Share the Spirit" a success, including Stevenson Aviation and Aerospace Training Centre – Red River College, Winnipeg Airports Authority, Manitoba Pork and many others.

For over 41 years, United Way has been investing in strategies to make Winnipeg a stronger, more vibrant city. The community-connected, community-directed organization provides core funding to build sustainability into agencies, programs, services and initiatives as well as one-time funding to kick-start innovative, year 'round solutions to community needs.

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