

NEWS RELEASE

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For Immediate Release

2006 United Way Campaign Airborne as Workplace Donations Hit New Heights

Winnipeggers have generously donated \$6,702,187 million dollars or 45.5 per cent of United Way of Winnipeg's 2006 Campaign goal of \$14.7 million as announced at the year's first public reporting session held at the Winnipeg Sun Centre, today.

"Today's results are outstanding," said Nick Logan, 2006 United Way Campaign Chair. "I know that by donating to United Way, we can make Winnipeg stronger today, and stronger still in the years to come."

United Way of Winnipeg's mission is to improve lives and build community by engaging individuals and mobilizing collective action. As a community-connected, community-directed organization, it 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. Funds raised during its annual campaign are invested in strategies designed to reduce poverty and marginalization, encourage successful children and youth and build stronger, safer neighbourhoods.

As hosted by Joe Pascucci, sportscaster at Global-TV, the report session was attended by an estimated 200 campaign volunteers, agency representatives and workplace employees. The event's guest speaker was legendary Winnipeg Blue Bomber Bob Cameron, who told the story of his young son who benefited from the services of the CNIB (Canadian National Institute for the Blind) – one of over 100 agencies, programs and services funded by United Way.

"The support our son received from CNIB was extraordinary," said Cameron. "It's made all the difference in the world for my family. CNIB programs and services assist the blind, deaf/blind and visually-impaired Winnipeggers to deal with the challenges of living in a sighted world. And year after year, campaign after campaign, United Way funding continues to help make that happen."

Bob Cameron remains the Canadian Football League's all-time leading punter and famous as its 'Iron Man' after playing 324 consecutive games with the Bombers from 1980 to 2002. He was a six-time CFL divisional All-Star, a four-time CFL All-Star and contributed to three Bomber Grey Cup victories. In 2005, Cameron was named one of the team's 20 All-Time Greats and is a candidate for election to the Canadian Football Hall of Fame.

From business, labour and government to media and the general public, support for United Way's 2006 Campaign is strong. Workplace campaigns featuring special events and guest speakers are in progress throughout the city. Likewise, United Way's mail campaign is underway so retirees and people who work at home have an opportunity to participate in this year's annual fundraising drive.

The next Report Session is Friday, October 27, 2006 at 7:30 a.m. at the Union Centre (275 Broadway).

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