

NEWS RELEASE

Phone: (204) 477-5360 Website: www.unitedwaywinnipeg.mb.ca

Friday, November 17, 2006
For Immediate Release

United Way's 2006 Campaign Going Strong Thanks to City-Wide Workplace Support

Winnipeggers continued to show strong support for United Way's 2006 Campaign when it was announced that a total of \$12,131,215 dollars or 82.4 per cent of its campaign goal of \$14.7 million was achieved at today's public report session at the historic Burton Cummings Theatre in Winnipeg.

"This is a clear indication of just how passionately Winnipeggers support United Way," said Nick Logan, 2006 United Way Campaign Chair. "It all comes down to the people of this city who believe in it; who want to see positive change; and who have the spirit, energy and vision to make it happen."

Billed as Live with Nick and Ace, today's event was co-hosted by Ace Burpee, of HOT 103 FM radio, in a format patterned after the hit David Letterman talk show—complete with a Top 10 Reasons We Love Winnipeg List which saluted the city we all call 'home'.

Public Works & Government Services Canada, EDS Canada, Inc. and Silver Heights Collegiate were named The Top 3 Finalists for United Way's newly-introduced Best in Show Award, which recognized and celebrated the funniest moment during Campaign 2006. The award recipient was then determined by live audience applause and is one of United Way's new Spirit Awards program. An estimated 300 enthusiastic volunteers from public and private workplaces, labour and agency representatives attended the event; the third of four campaign reporting sessions scheduled for this year.

United Way reports back to Winnipeggers on the amount of money raised by its annual campaign each and every year. Contributions to United Way's annual campaign are invested in strategies to address the issues that Winnipeggers themselves feel are most vital: including reduction of poverty and marginalization, encouragement of successful children and youth and the building of stronger, safer neighbourhoods. United Way provides core funding that builds sustainability into agencies, programs, services and initiatives to ensure a stable network that will be there tomorrow. In addition, United Way provides one-time funding to kick-start innovative solutions.

United Way workplace campaigns throughout the city continue to showcase a wide range of colourful special events and guest speakers while United Way's direct mail campaign and online donation service at www.unitedwaywinnipeg.mb.ca provides donation opportunities for retirees and people who work at home.

The next Report Session is Friday, December 8, 2006 at 11:30 a.m. at the Hotel Fort Garry (222 Broadway).

- 30 -

For more information, please contact:
Rick Groom, Manager, Marketing & Communications
United Way of Winnipeg, 477-5360, ext. 234