

NEWS RELEASE

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

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For Immediate Release

2006 Annual Campaign Hits Home Stretch as Winnipeggers Give \$14.1 Million to United Way

United Way of Winnipeg's 2006 Campaign Chair, Nick Logan proudly announced that Winnipeggers have generously contributed \$14,101,854 million or 95.8 per cent of this year's \$14.7 million goal at its fourth and final public reporting session, today.

"This is where everyone's hard work and determination really pays off," said Logan, "Once again, Winnipeggers have shown how truly committed to positive social change they are. This is the kind of support that inspires our entire team to go the extra mile as we head into the home stretch of the 2006 campaign."

United Way reports back to Winnipeggers on the amount of money raised by its annual campaign every year. Contributions are then invested in strategies that address the issues Winnipeggers themselves feel are most vital, including: reduction of poverty and marginalization, encouragement of successful children and youth, and building stronger, safer neighbourhoods.

The event also recognized and saluted Sponsored Executives' contributions to the success of the overall 2006 campaign. Serving as an extension of United Way staff, Sponsored Executives implement successful strategies and maintain ongoing relationships with a diverse portfolio of accounts. This year, employees sponsored by 48 companies and organizations worked full-time for 14 weeks to help coordinate over 1,600 United Way workplace campaigns in Winnipeg.

Nearly 300 spirited Winnipeggers gathered to hear United Way's 2006 campaign progress-to-date at the historic Hotel Fort Garry. A highlight was a presentation by Robyn Peters, Client Services Manager of RBC Financial Group, who shared her personal reflections and insights on behalf of United Way's 2006 team of Sponsored Executives.

"My experience with United Way has made me feel more a part of the community than ever before. It has taught me so much about the people of Winnipeg," said Robyn. "I now know why we Winnipeggers are so passionate about helping those in need, and why we give so generously to United Way—which is, of course, because we live here."

As Nick Logan sees it, "United Way's Leadership Development program is an ideal way for Winnipeg firms to nurture up-and-coming leaders as they help United Way reach its goal and dramatically reduce poverty and marginalization throughout Winnipeg at the same time. As a result, everybody wins!"

United Way needs and values every gift it receives. Each donation makes a difference and helps make our great city even greater. Traditionally, many Winnipeggers wait until the holiday season to make a gift. If you have already made your pledge, you have our sincere thanks. If not, please do so today by telephoning 477-5360, or visiting www.unitedwaywinnipeg.mb.ca.

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