

MEDIA RELEASE

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UNITED WAY RELEASES GROUNDBREAKING REPORT

United Way of Winnipeg is proud to release its first Urban Exchange report. "**Urban Reflections: Winnipeggers have their say about our city and its direction**" includes the thoughts and opinions of nearly 3 000 people who participated in Urban Exchange. Together the panelists paint a clear picture of our city; its strengths and its challenges.

The initial findings in **Urban Reflections** show that 90% of panelists view Winnipeg as a caring community and that the single best thing about our city is its people. Panelists were also asked about their top three social concerns. Youth crime and gang activity is a top concern for 50% of the panelists. Crime in general came in second with 39% and poverty rounded out the top three social issues at 28%.

When panelists were asked if they had personally done something to help address social issues, 44% said yes they have been actively involved in working to change an issue they're concerned about, while 56% said no. Personal involvement could include donating time or money or joining a local group.

One of the most exciting findings is that there is a great sense of optimism when it comes to the issues of concern. 70% of participants feel that Winnipeggers, as individuals, can do something to help and make a difference.

Urban Reflections shows that Winnipeggers are aware that our city has some serious social issues and understand that there is some work to be done to address them. It's also clear that our city is full of people who are both interested and already involved in working together to create opportunities for a good life for everyone.

Urban Exchange is an ongoing program designed to stimulate conversation around the city. United Way will share the information gathered through Urban Exchange with participants, policy makers and service planners in Winnipeg. It will also help inform United Way's community investment decisions, areas of focus and future partnerships.

To participate in **Urban Exchange**, visit mycitymysay.ca or call **477-5360**.

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