

MEDIA RELEASE

Phone: (204) 477-5360 Fax: (204) 453-6198 Website: www.UnitedWayWinnipeg.mb.ca



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BOMBERS SCORE BIG FOR UNITED WAY!

United Way and the Winnipeg Blue Bombers have a big reason to celebrate! The Bombers beat out their archrival Saskatchewan Roughriders to not only win the CanWest Banjo Bowl, but also to make a big difference right here in our city. Thanks to the Bombers' win, United Way of Winnipeg receives \$10,000 from CanWest.

"Today is a great example of the spirit this community has," said Heather Grant-Jury, United Way's 2007 Campaign Chair, who accepted the cheque on the field immediately following the game. "Winnipeggers care about this city, its future and its quality of life. And by supporting United Way, every Winnipegger has the opportunity to contribute to a stronger, more vibrant Winnipeg for us all," said Grant-Jury.

"It's great to see both teams and both cities embrace what the CanWest Banjo Bowl is all about, a friendly rivalry between two great football teams and two caring communities," said Bruce Leslie, Vice President of Community and Public Relations for CanWest. "CanWest is proud that the ultimate winner is United Way."

The \$10,000 donation will help United Way in its mission to improve the lives of all Winnipeggers. United Way remains a community connected and community directed organization by engaging individuals and inspiring them to take action to make Winnipeg the best it can be.

United Way of Winnipeg would like to thank CanWest and the Winnipeg Blue Bombers for their support. By working together, we can make our community stronger. We're already looking forward to next year's CanWest Banjo Bowl, but first... it's on to United Way's Annual Campaign Kick-off September 21st. With the support of Winnipeggers, Campaign 2007 is sure to be another record-breaking success!

For more information please contact:

Kate Taylor
Manager, Media Relations and Communications
United Way of Winnipeg
477-5360 (office)
612-8965 (cell)
ktaylor@UnitedWayWinnipeg.mb.ca