

MEDIA RELEASE

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UNITED WAY SOARS OVER GOAL RAISING \$17+ MILLION!

United Way of Winnipeg is proud to announce that with the generous support of Winnipeggers, Campaign 2007 has soared over its goal of \$16 465 400, bringing in over \$17 million!

"The success of our Campaign is determined by every single person who makes a contribution," said Heather Grant-Jury, United Way's 2007 Campaign Chair. "The United Way Campaign is a great example of how people from all walks of life can unite to make positive change possible in Winnipeg."

United Way would like to thank the more than 50 000 Winnipeggers who get involved every year by giving their time and money. The \$17 million plus raised will address social issues Winnipeggers themselves have identified as top priorities: Providing youth with positive alternatives to crime, drugs and life on the streets; creating safe and vibrant neighbourhoods; and reducing poverty.

We are also pleased to announce that Winnipeggers stepped up to the Leadership Challenge, which was issued by a group of 10 long time supporters of United Way. As a result, the challengers have donated an additional \$250,000 to go directly towards reducing poverty in our city.

Thank you to the media, volunteers and each and every Winnipegger who helped make United Way's 2007 Campaign a success!

For more information please contact:

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