

# MEDIA RELEASE

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

---

---



**For Immediate Release:  
December 10, 2007**

## WINNIPEG MEDIA UNITE TO MAKE A DIFFERENCE!

More than 20 members of Winnipeg's media are braving the weather today to make a difference in the city's North End. United Way's inaugural Media Day of Caring is helping local community members and businesses along Selkirk Avenue deck out the neighbourhood for the holidays. Everyone from radio announcers to television producers to reporters are working alongside members of the community to hang wreaths, set up trees and string lights along Selkirk Avenue.

"This is what United Way and its Day of Caring Program is all about," said Heather Grant-Jury, United Way's 2007 Campaign Chair. "It's about bringing people together to celebrate the spirit of our community and to accomplish something amazing."

United Way's Day of Caring program offers a unique opportunity for workplaces to partner in the community with a non-profit group to complete a project or hold a special event. Employees come together as a team and work side by side with agency staff on projects that improve our community. So far, hundreds of Days of Caring have been completed and each event builds lasting relationships between workplaces and non-profit groups, strengthening their connections in the community.

United Way's Media Day of Caring is helping dozens of partners celebrate the spirit of the season and the spirit of the people in the North End.

"We really need to acknowledge the positive change that's happening in our community," said Darlene Klyne, Project Coordinator for Aboriginal Visioning for the North End. "This is one small step towards our shared vision for a more vibrant Selkirk Avenue and a more vibrant North End."

Hundreds of residents from the area are invited to attend a community celebration this evening, when we officially "Light Up the Avenue" during a street lighting ceremony. Even Santa will be stopping by!

*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](mailto:ktaylor@UnitedWayWinnipeg.mb.ca)

Darlene Klyne  
Aboriginal Visioning for the North End  
586-5940 (office)  
799-6561 (cell)  
[abvision@mts.net](mailto:abvision@mts.net)