

# MEDIA RELEASE

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## **UNITED WAY AT 43% OF ITS CAMPAIGN GOAL!**

Winnipeggers have generously donated \$7 101 640 to United Way's 2007 Campaign! That's 43% of this year's total fundraising goal of nearly \$16.5 million. "It's great news for Winnipeg," said Heather Grant-Jury, United Way's 2007 Campaign Chair. "We're well on our way to achieving something amazing, our most ambitious goal to date, but we still have a long way to go."

The progress was announced at today's Report Session #1 held at Manitoba Hydro. About 200 Campaign volunteers, agency representatives and workplace employees attended the event which recognized the labour movement's participation in United Way's Campaign. Workplaces bring in more than half of all dollars raised each Campaign. Manitoba Hydro is a great example of the unique relationship between labour and business, a relationship that is at the very foundation of United Way of Winnipeg. Every year, Manitoba Hydro runs an incredible workplace campaign and is among United Way of Winnipeg's Top 50 workplaces.

"The value that an employee driven committee can and does have on a workplace campaign is many fold," said featured speaker Bob Brennan, President and CEO of Manitoba Hydro. "It demonstrates to all our employees that they can make a difference through their financial contribution as well as their volunteer involvement."

Speaking on behalf of the four unions which represent the employees at Manitoba Hydro, Lauris Kleven, Business Manager of IBEW Local 2034 told attendees that, "It's not whether it's a \$12 donation or a \$1200 donation," said Kleven. "For the unionized brothers and sisters in the workplace and the support their companies lend to their campaign, it's about a community. It's about the power of collective action and it's about the power of United Way."

Dollars raised from United Way's 2007 Campaign will go directly into the community to address issues that Winnipeggers themselves have told United Way matter to them most. Together, we are reducing poverty, we are providing choices for youth and we are building safer and stronger neighbourhoods. Together, we can make United Way's 2007 Campaign a success!

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