

MEDIA RELEASE

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UNITED WAY CAMPAIGN HITS THE \$10 MILLION MARK!

United Way is nearing the halfway point of its 2007 Campaign and already, Winnipeggers have generously donated \$10 007 514!! That's 61% of this year's total fundraising goal of nearly \$16.5 million. It's great news, but United Way still has to raise almost \$6.5 million before the end of the year. On Thursday, the day before Report Session #2, United Way celebrated a million dollar day, bringing in \$1.4 million in a 24 hour period! Held at Graffiti Art Programming, Inc., Report Session #2 recognized and celebrated our city's youth and their commitment to our community.

"Like never before, young Winnipeggers are engaged and taking an active role in creating projects that meet school, neighbourhood, and community needs," said Heather Grant-Jury, United Way's 2007 Campaign Chair. "Our Youth Engagement Strategy is all about tapping into the skills and the enthusiasm of today's young leaders and let me tell you Winnipeg, these young people are getting involved. They are donating their money, they are donating their time and they are donating their ideas."

Today's report session included two guest speakers from Graffiti Art Programming Inc., a United Way partner organization that uses art as a tool for community, social, economic and individual growth of youth and their families in Winnipeg communities. Megan Turner, the Program Director for st.Art, talked about her first experience with United Way when she was in a desperate situation, trying to help her students. "I knew then that United Way wasn't just another funder," said Turner. "Like us working on the front lines, they understand the need for action."

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 neighbourhoods. Together, we can make United Way's 2007 Campaign a success!

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