

# MEDIA RELEASE

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## UNITED WAY CELEBRATES 1.5 MILLION DOLLAR DAY!

United Way of Winnipeg is proud to announce this year's campaign has raised \$13 285 604 million to date after a remarkable \$1.5 million was brought in on Thursday! The progress was announced at Report Session #3: Best in Show, which recognized the thousands of employees in hundreds of workplaces who go above and beyond the call of duty to raise funds in support of United Way.

"We are celebrating the spirit of giving," said Heather Grant-Jury, United Way's 2007 Campaign Chair. "We are recognizing this tireless commitment and dedication it takes to help United Way achieve its vision of better lives, improved conditions and a stronger community for everyone who lives here."

This year's Top 3 Best in Show Nominees are Great West Life's "Idol", Winnipeg Free Press' "Human Fly" and Public Works and Government Services Canada's "Rip a Strip off Dan". Competition was as diverse as it was fierce. A magnificent singer pitted her talents against a woman duct taped to a wall and a brave boss whose employees paid for the privilege of giving him an excruciating wax job!

"From painful stunts to wacky antics, there are so many workplaces that pulled out all the stops in their quest to make our community a better place," said HOT 103's Chrissy Troy, who hosted the event along with her cohort Ace Burpee. "Over the last few months, these employees have managed to achieve some amazing results for United Way's Campaign and have done it with a style that is unto themselves," said Burpee. The morning radio host was also honoured at the event for his ongoing commitment to United Way's Campaign as well as dozens of workplace campaigns across the city.

With the holidays just around the corner, the big push is on for United Way to reach its goal of nearly \$16.5 million. Now is the time for Winnipeggers to pull together to raise the remaining \$3.2 million that will make our community a better place for us all!

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