

# MEDIA RELEASE

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## UNITED WAY CAMPAIGN IN FULL FLIGHT!

United Way of Winnipeg has officially kicked off its 2008 Campaign by setting a bold fundraising goal of \$17 875 768! That's almost one million above last year's campaign achievement of \$17 million.

"We must all be on board if we're going to make really great things happen in Winnipeg," said Bob Silver, 2008 Campaign Chair. "This campaign is a celebration of unity. When we work together, united, we can do so much more to effect change than we ever could alone – change that affects us all."

The Honourable Gary Doer, Premier of Manitoba, was among 1300 Winnipeggers who came together at Stevenson Aviation Training Centre to help kick off the campaign. The Province of Manitoba is a key supporter of United Way, providing an annual grant that supports fundraising and administrative costs. That means every dollar of every donation is invested directly into our community.

"United Way is a unique Winnipeg organization that is dedicated to improving the lives of our citizens," said Doer. "By reaching across business, labour and government, United Way is able to help many people improve their lives, and I am pleased to help kick off this year's fundraising campaign."

Although today marks the official start, Campaign 2008 is already well on its way thanks to Pacesetter workplaces who exemplify leadership by starting and completing their campaigns early. As a result of their hard work and enthusiasm, United Way has already raised \$6 472 702, and achieved 36 per cent of its goal!

Following the formalities, Winnipeggers from the business, labour, government and non-profit sectors competed in *Plane Pull 5: UNITED* and battled it out for the fastest time in pulling a jet aircraft. Teams also competed for best cheer and best dress.

Together, with our partners, we are helping children and youth achieve their potential, promoting financial stability and independence and improving neighbourhood health and personal well-being

We all win when a child succeeds in school, when families are financially stable and when people are happy and healthy. Together, united, we can create lasting change in Winnipeg and it's going to take all of us to make it happen. Let's make United Way's 2008 Campaign a success!

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