

MEDIA RELEASE

Phone (204) 477-5360 Fax (204) 453-6198 Web www.UnitedWayWinnipeg.mb.ca



United Way
Winnipeg

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UNITED WAY CAMPAIGN SOARS INTO ACTION!

United Way of Winnipeg's 2009 Campaign took flight today with the announcement of a lofty fundraising goal—\$18 218 778, almost half a million more than last year.

"The effects of last year's economic uncertainty are still being felt, particularly by those already facing challenges. That's why we need everyone on board to help us reach our fundraising goal this year," said Jeff Zabudsky, 2009 Campaign Chair. "It's only because of Winnipeggers' incredible generosity, that we could consider setting our sights higher than ever before."

United Way's 2009 Campaign Cabinet rolled in on a school bus, announcing the theme of this year's event—education, one of United Way's three strategic priority areas. As president of Red River College, it's also an area near and dear to Zabudsky's heart.

Although today marks the official beginning, the 2009 Campaign is already off to a soaring start 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 35% of its goal!

Over 1300 Winnipeggers from the business, labour, government and non-profit sectors helped get the city-wide campaign airborne at Red River College's Stevenson Campus by competing in the 6th Annual *Plane Pull*. Battling for fastest time to tug a commercial jet aircraft a designated distance, teams also vied for prizes and bragging rights for best cheer and best dress.

Like the plane pull, it takes all of us pulling together to provide kids with alternatives to crime, drugs and life on the streets, reduce poverty, and build safer, healthier neighbourhoods. Come fly with us, and make the 2009 Campaign a soaring success. Without you, there would be no way.

For more information please contact:

Kris Owen
Director, Communications
United Way of Winnipeg
Phone 477-5360 (office) | 391-3799 (cell) | kowen@UnitedWayWinnipeg.mb.ca