

# MEDIA RELEASE

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## **WINNIPEG PROVES IT'S ONE OF THE MOST GENEROUS CITIES IN THE COUNTRY!**

Winnipeggers made history today in an unprecedented feat of generosity, raising over \$17.9 million for our community through United Way's 2008 campaign. This achievement marks the most money ever raised in a single year throughout United Way's 44 year history – surpassing Campaign 2007 by almost \$900 000.

Exceeding the 2008 campaign goal is a milestone all Winnipeggers can take pride in, given the challenges a weakened economy has created for charitable organizations across the country.

“We may endure some of the coldest temperatures in the country, but we boast some of the warmest hearts,” said Bob Silver, United Way's 2008 Campaign Chair during a press conference at Portage Place. “This achievement is further proof that Winnipeg is one of the most generous cities in Canada.”

Winnipeg has always been a community that rallies together to meet a challenge. There's a special spirit in the people who live here. When it matters most, we do what it takes to support one another and meet the needs of our community.

Thank you to each and every Winnipegger who invested time, money or both to ensure United Way is able to continue changing lives by offering kids an alternative to the streets, helping families achieve financial independence and building safe, healthy neighbourhoods.

Way to go Winnipeg! Thank you for making this campaign a resounding success. Together, we are creating opportunities for a better life for everyone.

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