

# MEDIA RELEASE

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## **HOPE. STABILITY. OPPORTUNITY. BECAUSE OF YOU WINNIPEG, THERE IS A WAY.**

Thanks to Winnipeggers' extraordinary generosity, United Way of Winnipeg will have the resources to maintain a stable network of essential programs and services for the coming year.

Over the next few weeks, once all outstanding donations are received, Winnipeggers will have succeeded in raising \$18.2 million for our community through United Way's 2009 campaign.

"I am humbled by the outpouring of support I've witnessed these past days and weeks," said Jeff Zabudsky, 2009 Campaign Chair, when he revealed the achievement during a press conference at Portage Place shopping centre today. "Winnipeggers possess a spirit of community like no other. This is a very proud moment for our city."

Faced with a shortfall for the first time in decades, United Way issued an urgent call to action over the holidays and Winnipeggers responded with the selfless determination for which this city is renowned. Several organizations reopened workplace campaigns and topped up corporate gifts; people walked in off the streets to make donations; and longtime loyal friends generously contributed additional gifts.

As a result, more kids in Winnipeg will be safe from the threat of gangs, drugs and life on the streets. More families will achieve greater financial stability and regain hope for the future. And more neighbours will be able to connect with one another to address common issues like safety, violence and isolation.

Every dollar of every donation to United Way's campaign will be invested directly back into the community where it will support programs and partnerships that inspire lasting change, better lives, and a safer, stronger Winnipeg for everyone. This includes support for nearly 100 agency partners throughout the city.

Thank you to each and every Winnipegger who invested time, money or both to ensure United Way is able to continue changing lives. Your support is a gift of hope that ensures our community remains stable today and can emerge stronger tomorrow.

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