

# MEDIA RELEASE

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## **HOLLYWOOD HEAVYWEIGHT HELPS HOCKEY DREAMS COME TRUE**

When Will Arnett was in the market for Jets tickets, his first call wasn't to the box office; it was to United Way of Winnipeg.

"Will said he was prepared to donate two Jets season tickets to United Way so youth who might not otherwise have the chance, could experience the thrill and excitement of an NHL game," said Rob McGee, United Way of Winnipeg's board of trustees marketing chair.

The call was no joke. A Canadian born actor and comedian best known for his roles as Gob Bluth on Arrested Development and Devon Banks on 30 Rock, Arnett is a huge hockey fan.

He grew up watching the Leafs, but Winnipeg holds a special place in his heart. His grandfather, William Palk, was United Way of Winnipeg's first ever campaign chair.

"My grandfather was very special to me," says Arnett. "He dedicated his life to giving back to his community, a commitment that gave United Way such a strong start in Winnipeg almost fifty years ago."

When Palk passed away in 2009, Arnett honoured his grandfather's memory by contributing to the William Lawrence Palk Family Fund within United Way of Winnipeg's endowment, the Tomorrow Fund. With news of the NHL's return to Winnipeg, Arnett saw another opportunity to follow his grandfather's example.

United Way has been fortunate enough to receive ticket donations from corporate partners like MTS, and various individuals over the years. But Arnett wanted his gift to lead to something more. His donation inspired the launch of Dream Seats, a formalized ticket donation program at United Way.

On November 29, Arnett flew to Winnipeg and joined United Way volunteers, staff and agency partners to announce the program. He hopes his gift inspires even more Winnipeggers to help a hockey, football or baseball dream come true.

To find out more about this innovative and heart-warming new program, visit [www.DreamSeats.ca](http://www.DreamSeats.ca) or call 477-5360.

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