

# MEDIA RELEASE

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## **UNITED WAY: ALMOST \$2.4 MILLION STILL TO GO**

With weeks remaining, 2011 campaign chair Edward Kennedy revealed that United Way still needs to raise almost \$ 2.4 million dollars to maintain an essential network of social programs and resources.

“There are so many positive things happening in Winnipeg right now: the return of the NHL, the new Bomber stadium, Assiniboine Park renewal and the Human Rights Museum. None of these would be possible if Winnipeggers didn’t believe in the future of our city,” said Kennedy. “We’re counting on that same commitment, passion and compassion to make sure we keep the doors open and lights on at all our agency partners who are working to keep kids off the street and are creating safer, stronger communities.”

In September, United Way’s senior volunteers announced a goal of \$19.7 million - the amount needed to continue supporting and strengthening vital and life changing services—services proven to reduce poverty, help kids be all they can be, and inspire stronger and healthier people and communities.

Winnipeggers have been working hard to achieve that goal through workplace campaigns, individual and corporate donations, and special events. Gifts continue to arrive, but the end of the year is looming and with it, the conclusion of the campaign.

As we enter the season of good will and giving, Kennedy is calling on Winnipeggers’ generosity and compassion to bring the campaign to a happy conclusion.

“We’re so close to the finish line,” said Kennedy. “We know Winnipeggers don’t quit. Together we can make sure our great city continues to become a city that’s great for everyone.”

Winnipeggers can donate by calling (204)477-5360 or by visiting 580 Main Street weekdays between 8:45am and 4:45pm. Online donations are accepted around the clock at [UnitedWayWinnipeg.mb.ca](http://UnitedWayWinnipeg.mb.ca)

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