

# MEDIA RELEASE

Phone (204) 477-5360 Fax (204) 453-6198 Web [www.UnitedWayWinnipeg.mb.ca](http://www.UnitedWayWinnipeg.mb.ca)



**For Immediate Release:  
Friday, October 24, 2008**

## **UNITED WAY CAMPAIGN HITS THE \$10 MILLION MARK!**

United Way is nearing the halfway point of its 2008 campaign and already, Winnipeggers have donated \$10 862 389!! That's 61% of this year's total fundraising goal of \$17.8 million. Yesterday, United Way celebrated a big achievement, bringing in over \$1.6 million in a 24 hour period.

That kind of commitment to our community shows how generous Winnipeggers are even when our economy faces a downturn. United Way knows that as hard as it is for everyone, it's all the more challenging for people already facing difficulties.

"In these uncertain times, more than ever United Way needs Winnipeggers' support," said Bob Silver, 2008 Campaign Chair. "History shows us that when our community faces challenges, Winnipeggers always step up. This year's campaign progress is proof that Winnipeggers want to address our city's critical social issues."

It will take all of us together to make certain United Way has the resources to ensure everyone in Winnipeg has the opportunity for a better life. Money raised from United Way's 2008 campaign will go directly into the community for programs and strategies that help address the underlying causes of social problems and reduce poverty.

United, we are helping families achieve financial stability and independence, helping children and youth achieve their potential and improving neighbourhood health and personal well-being.

United Way would like to thank the thousands of volunteers who are working on the frontlines and behind the scenes of this year's campaign to ensure we achieve our goal.

*For more information please contact:*

**Kate Fenske**

**Director, Communications**

United Way of Winnipeg

Phone 477-5360 (office) | 330-5160 (cell) | [kfenske@UnitedWayWinnipeg.mb.ca](mailto:kfenske@UnitedWayWinnipeg.mb.ca)