

MEDIA RELEASE

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UNITED WAY COUNTING ON PARTICIPATION IN FINAL STRETCH

With only a short time remaining in United Way of Winnipeg's 2009 campaign for lasting change and better lives, Chair Jeff Zabudsky is urging participation from all Winnipeggers. "Everyone, every penny, and every contribution counts," he said. "Today we celebrate the doer, the achiever; the individuals who recognize the challenges before us and choose to do something about them."

Zabudsky made his comments during United Way's Report Session 3 at Red River College, where it was revealed that generous Winnipeggers have already raised \$14.2 million or 78% of United Way's total goal this year: \$18.2 million plus.

"Now it's up to the rest of us to participate in creating hope and opportunities for all Winnipeggers," Zabudsky said. "We all have a role to play, a responsibility to act and the ability to inspire and effect change throughout our community."

Indeed, every day, in every corner of our city, incredible changes are taking place as a result of Winnipeggers generosity and support for United Way.

Kids at risk of becoming involved in crime, drugs and life on the streets are instead getting involved in mentorship, recreation and after school programs that put them on the path to success in school and life.

People whose lives have been affected by poverty are regaining confidence, control and the capacity to take care of themselves, their families and their financial futures.

Neighbours challenged by crime, violence and isolation are connecting with one another to build safer, healthier communities.

By helping United Way achieve its 2009 fundraising goal, Winnipeggers will ensure United Way's essential network of nearly 100 agency partners remains intact and available when people in our community need these resources most. Without you, there would be no way.

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