

# MEDIA RELEASE

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**United Way**  
Winnipeg

**For Immediate Release:  
Friday, November 14, 2008**

## **CAMPAIGN CHAIR URGES WINNIPEGGERS TO DIG DEEP**

In spite of persisting economic uncertainty, United Way of Winnipeg is moving closer to its ambitious 2008 fundraising goal of \$17.8 million. Exactly midway through the campaign, Winnipeggers are once again reaching out to one another when it matters most, raising a total of \$14.3 million to date – 80% per cent of the 2008 goal.

“Uncertain times are even more challenging for people already facing difficulties,” said Bob Silver, United Way’s 2008 Campaign Chair. “Now is the time to roll up our sleeves, dig a little deeper, and do whatever it takes to help each other out.”

The progress was announced at United Way’s Report Session 3: Best in Show, which also celebrated the efforts of thousands of employees from workplaces throughout Winnipeg whose energy, enthusiasm and generosity have a tremendous impact on United Way’s ability to create lasting change in our community.

MTS Allstream, Cambrian Credit Union and The Price Group were all recognized for innovative workplace campaigns that captured the spirit of United Way. The entire community wins when people work together to support United Way initiatives like after-school programs that keep kids off the streets and out of gangs, money management programs that help people break the cycle of poverty, and recreation and social programs that help all Winnipeggers lead full and happy lives.

It will take all of us working together to make certain United Way has the resources to continue providing a vital network of human resources, addressing the underlying causes of social problems, and reducing poverty.

“Uncertain times call for certain action. Now more than ever, Winnipeggers must take that action,” said Silver. “We’re not just working toward a number – we’re working toward a stronger Winnipeg and a better life for all who live here.”

With just a short time left in the 2008 campaign and over \$3.5 million yet to raise, Winnipeggers are urged to make a commitment to our community and support United Way today.

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