

MEDIA RELEASE

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**For Immediate Release:
Friday, December 5, 2008**

UNITED WAY CAMPAIGN STILL NEEDS \$1.5 MILLION

United Way's 2008 Campaign is in the home stretch and nearing its fundraising goal of \$17.8 million. Winnipeggers are digging deep, understanding that in these uncertain times, their gifts to United Way are crucial and have a major impact on the lives of people who live here.

At United Way's fourth and final report session of the campaign, Chair Bob Silver announced Winnipeg has raised a total of \$16.3 million so far— 91 per cent of this year's ambitious goal.

"Winnipeggers have given this campaign incredible support thus far and for this we are grateful," said Silver. "In times of uncertainty, our community spirit shines brightest. The challenges we face are even greater for those in our community already facing difficulties. That's why we have not, cannot and will not back down from our goal."

Money raised through United Way's annual campaign supports initiatives like mentorship and after-school programs that keep kids out of gangs, money management programs that help families become financially independent and social programs that help all Winnipeggers lead full and happy lives.

"Year after year, Winnipeggers respond to the growing needs in our community with donations to United Way," said Erma Chapman, Executive Director of Macdonald Youth Services, a United Way agency partner. "Those donations are critical to ensure programs that keep kids off the streets and help them make positive choices in life can continue to operate in Winnipeg."

United Way still has to raise \$1.5 million this year to ensure ongoing support to a vital network of programs and services in our community. Right now, every dollar matters. Together, we can create opportunities for a better life for everyone in Winnipeg.

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