

MEDIA RELEASE

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United Way
Winnipeg

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United Way asks Winnipeggers about Poverty

United Way is encouraging all Winnipeggers to participate in a new Urban Exchange survey, the first in a series of short surveys designed to shed light on the issue of poverty in our city. Over the next four weeks, the survey titled **Poverty: Insight and Ideas** will ask Winnipeggers what poverty means and how serious the issue is in our community and our own lives.

“Poverty may mean different things to different people - it can be an abstract concept and somewhat difficult to measure,” said Regina Ramos-Urbano, Co-chair of the Urban Exchange working group at United Way. “One thing it seems we do agree on: in previous Urban Exchange surveys, Winnipeggers identified poverty as one of their top concerns in our city.”

A Statistics Canada report in 2006 found that 136 000 people in Winnipeg are living in poverty, including more than 30 000 children.

“Relative to the population of Winnipeg, that’s an extremely large number of our friends, family neighbours and coworkers living without the essentials for a good life,” said Ramos-Urbano. “With this latest survey through Urban Exchange, we hope to create opportunities for people to learn about poverty and work toward addressing it.”

Urban Exchange is a two-way conversation between Winnipeggers and United Way – Everyone is invited to contribute thoughts and ideas that help make Winnipeg a better city for all of us.

The information collected through Urban Exchange will:

- Help all of us understand the important issues in Winnipeg right now;
- Help identify roles we can all play in addressing the issues;
- Be shared with leaders and decision-makers in government, business and non-profit sectors.

The survey will be open for the next four weeks. You can complete the survey online at www.MyCityMySay.ca or call United Way at (204) 477-5360.

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