

MEDIA ADVISORY

Phone (204) 477-5360 Fax (204) 453-6198 Web www.UnitedWayWinnipeg.mb.ca



United Way
Winnipeg

YOUTH DAY OF CARING TO TAKE HARD-WORKING TEENS TO THE STREETS...OF WILLIAM WHYTE!

More than 150 high school students will unite their efforts to make a visible and valuable difference for one community. On May 21st, students will work alongside William Whyte residents to complete a number of much-needed projects, including planting three community gardens, removing graffiti, painting auto-bins and cleaning up 20 vacant lots. The event gives students a chance to connect with one another to create opportunities for a better life for everyone while demonstrating community pride, respect and responsibility.

William Whyte is home to 6,220 people and is one of five neighbourhoods United Way agency partner North End Community Renewal Corporation is focused on. The boundaries of William Whyte run from Main St. west to Arlington and Selkirk Ave. north to Redwood.

Youth Day of Caring kicks off at 9:00am with a Welcome Breakfast at the Ukrainian Labour Temple (591 Pritchard Ave.). Student groups will then travel on foot to their project zones within William Whyte. At 12:30pm, students and community members will meet back at the labour temple for a BBQ lunch and special performances by St. John's High School before returning to the streets to complete their much-needed work.

WHAT: United Way of Winnipeg's Youth Day of Caring

WHEN: Friday, May 21, 2010, 9:30am – 3:15pm

WHERE: Registration, lunch and wrap-up at Ukrainian Labour Temple
591 Pritchard Ave.
Projects throughout William Whyte

WHO: Local high school students, residents and volunteers

To arrange an interview and/or media coverage, please contact Adrienne Silver, Program Manager for United Way, at 250-1830 who will be onsite the entire day.

For more information please contact:

Adrienne Silver

Program Manager, Day of Caring

United Way of Winnipeg

Phone 477-5360 (office) | 250-1830 (cell) | asilver@UnitedWayWinnipeg.mb.ca

Kris Owen

Director, Communications

United Way of Winnipeg

Phone 477-5360 (office) | 391-3799 (cell) | kowen@UnitedWayWinnipeg.mb.ca