



## United Way Campaign Encourages Even More Participation

**Red Deer, Alberta** – Wednesday, November 26, 2014 – The United Way campaign is encouraging more people to give back to the community than ever before.

This year, more companies joined United Way with a workplace campaign, including Canyon Technical Services, SGS Canada and Ridgeline Canada Inc. It's clear that there is a strong desire for employees to have a means to give back to their community. From the start of the campaign in early September, we have heard from supporters at Agrium, Costco, Finning, DOW/MEGlobal, NOVA Chemicals, Shell Canada and many more. Hundreds of workplaces across Central Alberta embrace the United Way campaign each and every year. United Way is the conduit for both companies and employees to give back, ensuring their gift has the greatest impact on our community.

"With news that Alberta's minimum wage is by no means a living wage for most people in Central Alberta, our target this year is to ensure that the people in our community have the quality of life and opportunities they need to succeed," said Robert Mitchell, United Way of Central Alberta CEO. "United Way invests in three priority areas: Education, 'enabling kids to be all they can be', Income 'from poverty to possibility' and Wellness 'healthy people and strong communities'. Achieving the best possible return on that investment and greatest community impact is our number one priority", added Mitchell.

United Way's 4<sup>th</sup> Annual Scotch Classic presented by MNP saw a record number of sponsors and participants. "This is a unique and enjoyable event for our community," said Lynne Mulder, Co-Chair of the United Way campaign. "It acts as a great reminder of our Leadership Matching Challenge, which allows people who might have the ability to give \$1,000 or more to have their first time Leadership gift matched, or any increase in their Leadership gift matched."

Another United Way Signature Event, Sockeye Night in Red Deer, collected almost 2,000 pairs of socks and raised thousands of dollars.

Over the next few weeks United Way staff and volunteers will be working hard to get workplace campaigns wrapped up and dollars in the door. All money raised by United Way funds programs and services in Central Alberta and helps find long term solutions to social issues in the community.

To make a donation visit [www.caunitedway.ca](http://www.caunitedway.ca) or call 403.343.3900, or mail your donation to United Way Central Alberta 4811 48 Street, Red Deer, AB T4N 1S6.

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