



## **MEDIA RELEASE**

### **FOR IMMEDIATE RELEASE**

#### **LOOK WHAT EVERYONE IS TWEETING ABOUT: UNITED WAY KW'S FIRST ANNUAL DAY OF CARING**

**Waterloo - Monday, September 13, 2010** – In the spirit of it's annual Fall Workplace Campaign, United Way of Kitchener Waterloo and Area will host it first annual Day of Caring on September 15, 2010. The Campaign and Day of Caring will kickoff at the Waterloo Public Square at 8:00AM where attendees will enjoy donated coffee from Starbucks on King Street.

United Way has matched 21 teams to 21 local agency projects to demonstrate the importance of volunteers and commitment to the community. Members of the community will also be getting involved; some will be creating their own teams and doing something caring in their neighbourhood. "We are pleased to see such a great response in the community about the Day of Caring. There are many unique projects that the volunteer teams will be doing, including a 'paint by numbers' mural at the Multicultural Centre that I am participating in with our sponsored employees." explains Jan Varner, CEO of United Way KW.

Christie Digital is also participating as one of the 21 teams and donating time to an agency project. "It was important for us to get involved and role model the importance of giving time to the community." says Kimberley Hogan, VP of Human Resources, Christie Digital Systems Inc.

Social media plays a key role in the event. Participants will be communicating through Facebook and Twitter to encourage others to get involved. A local fitness organization recently tweeted that they will be offering a free stretch class to celebrate United Way of KW's first annual Day of Caring.

United Way of Kitchener Waterloo and Surrounding Area is committed to sustainable social change - working through the 5 priorities to help create long-term solutions to social issues.