



FOR IMMEDIATE RELEASE:

UNITED WAY OF KITCHENER-WATERLOO AND AREA CAMPAIGN UPDATE

(WATERLOO - Thursday November 5, 2009) – As its annual fall campaign enters a second month, United Way of Kitchener-Waterloo and Area is pleased to make the following announcements:

Fundraising Pledges Top \$2 Million Mark

As of today, current fundraising pledges to the United Way of Kitchener-Waterloo and Area total \$2,211,205.

“Need for the programs and initiatives supported by United Way has never been greater, and the community is really coming through for us again this year, just as we knew it would,” said Erin Armstrong, Campaign Director, United Way of Kitchener-Waterloo and Area. “People in this community really look out for their fellow residents – that’s one of the characteristics that makes Waterloo Region such a great place to live. Keep those pledges coming!”

United Way Annual Celebrity Event with Neil Aitchison

Neil Aitchison and company brought down the house at the St. Jacob’s Country Theatre on Thursday October 29, with a rousing stage production full of surprises that included special guests Alex Mustakas, Bob Rae, Dave Broadfoot and many, many more. Special thanks to Melloul Blamey Construction, the main sponsor for this event. The net proceeds to United Way total approximately \$50,000.

United Way CEO Honoured

Please join United Way of Kitchener-Waterloo and Area in congratulating its CEO, Jan Varner, for earning the WLUA Alumni Award of Distinction for 2009. Jan will receive this award at the 3rd Annual Laurier MBA Alumni Gala being held tonight at the Toronto Board of Trade. The WLUA Alumni Award of Distinction is awarded to a Laurier MBA Alumni graduate who has a record of distinguished career accomplishments and is committed to having direct and meaningful involvement with Laurier. Jan graduated from the MBA program at WLU in 1994.

United Way to Welcome Margaret Trudeau

On Thursday November 19th, United Way of Kitchener-Waterloo and Area thanks its leadership donors - those who donate \$1000 or more – with an exclusive evening at Federation Hall featuring a keynote address by Margaret Trudeau, celebrated Canadian and mental health advocate. This event is sponsored by Manulife Financial, United Way’s 2009 Leadership Sponsor.

About United Way of Kitchener-Waterloo and Area

The work of United Way of Kitchener-Waterloo and Area is about funding activities and initiatives that get to the root of local challenges and resolve systemic issues in the community. Each year, collective funds from the annual fall campaign, direct mail campaigns, sponsorships and special events are dispersed to over 100+ local programs and initiatives in Waterloo Region. Beyond monetary investment, United Way also mobilizes staff, volunteers and other resources to change community conditions for the better. All efforts are part of a collaborative, informed and integrated approach to achieve the best collective results possible in each of our community’s five priority areas – children and youth, families, neighbourhoods, newcomers and economic security.