



FOR IMMEDIATE RELEASE:

United Way is doing a 20 minute makeover

(WATERLOO – Friday April 16, 2010) United Way of Kitchener Waterloo and Area staff will participate in The City of Waterloo's 20 Minute Makeover this Friday, April 16. This is one of the many green projects that United Way is taking part in to make a positive change in the environment.

From biodegradable office supplies to using vegetable-based ink, these things are all part of a new "go green" initiative started by United Way's CFO, Cathy Snyder. "We've started to change our way of doing business to help reduce our carbon footprint. Not only is it more environmentally friendly but, we believe it is also more cost effective to be green," says Cathy Snyder. Recently, United Way started shredding paper documents which will be bagged and donated to the KW Humane Society for animal bedding. In addition, many printed materials currently produced by United Way will become electronic and/or be moved to an environmentally friendly paper and ink.

"As an organization we strive to make sustainable social change in our community. This also means we need to take responsibility for the environment. I think the two go hand in hand," says Jan Varner, CEO, United Way, who is also a Board member of Sustainable Waterloo. United Way has also decided to work in the dark next Thursday April 22, as part of an Earth Day awareness celebration. As well, staff will be encouraged to turn their computers off for a portion of the day and focus on an office clean up."

If you are interested in learning about ways you can reduce your carbon footprint visit United Way's website at www.uwaykw.org for more environmentally friendly tips.