



United Way of Kitchener Waterloo and Area
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MEDIA ALERT

FOR IMMEDIATE RELEASE

United Way KW needs your support

Waterloo (December 1, 2010) – United Way Kitchener Waterloo and Area’s campaign has raised \$3.2 million in pledges to date. As 2010 comes to an end, additional support is needed in your community.

At this time of year, giving to others is top of mind for many people. Workplace campaigns are running later in the year. As a result, there is uncertainty as to how much money will be available to grant. “This community can be proud of the way individuals and organizations have come together to pledge their support”, says Theron Kramer, volunteer Chair of United Way KW’s Community Impact Council. “The reality is that we need more people to step up and contribute if we want a community where no one is left behind.”

Making a donation to United Way KW is a demonstration of commitment to make change. As John Tory highlighted in his Community Conversation address yesterday, “it is in the best interest of business to get involved in social change.” Regardless of the size of a business or group, donating is a tangible way to be involved in such change. Community Support Connections – Meals on Wheels and More not only receives funding from United Way but also runs a workplace campaign to donate to the network of services that United Way supports. St. Mary’s General Hospital, Christie Digital Systems Canada Inc. and DALSA Corporation have shown support, starting with their CEOs and by implementing creative campaigns to give back to this community.

United Way of Kitchener Waterloo and Area is committed to improving the quality of life for all who live here by building on community resources. Working with the five priorities identified by our community as areas of focus, we will continue to ensure funds and resources are intentionally targeted to the places where they are needed most and where they can have the greatest impact.

For more information please contact:

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