



United Way
Kitchener Waterloo & Area

For immediate release:

Guest Speakers Honouring Lisa LaFlamme at Annual United Way KW Celebrity Event to include Jeff Hutcheson and Lloyd Robertson

“Tales of a TV Journalist” sure to be an entertaining evening of stories and laughter

{Waterloo, Monday October 31, 2011} – United Way Kitchener Waterloo & Area is pleased to honour Lisa LaFlamme, a KW native who has risen through the ranks of TV news to become Chief Anchor and Senior Editor for CTV National News - at its Annual Celebrity Event on Friday November 25th, 2011, at Federation Hall. Aptly titled “Tales of a TV Journalist”, the event begins at 7 p.m.

Guest MC for the evening will be **JEFF HUTCHESON**, Sports and Weather Anchor, *Canada AM*, who spent over two decades at CTV Southwestern Ontario, where Lisa LaFlamme also got her start. Guest speakers are **LLOYD ROBERTSON**, Host and Chief Correspondent, *W5*, and former Chief Anchor, *CTV National News*; **JULIE OSBORNE**, Publisher, *Maclean's*, and Acting Publisher, *Canadian Business*, *Profit* and *MoneySense* (another KW native); and **JAMES DUTHIE**, Host, *NHL on TSN*, and previous co-host of CTV's Olympic Morning with LaFlamme during the Vancouver 2010 Olympic Winter Games.

The evening will feature an entertaining recount of the stories *behind* the news, including the heart-wrenching experiences, bold encounters and daring adventures surrounding Lisa LaFlamme's rise from local TV reporter to CTV National News anchor.

“The United Way KW Annual Celebrity Event lies somewhere between a roast and a toast,” explains Jan Varner, CEO, United Way KW and Area. “We're thrilled to be honouring Lisa LaFlamme this year. One thing is for certain, given the caliber of guests speaking on Lisa's behalf, and with the charismatic Jeff Hutcheson as our MC, it's going to be a very entertaining evening.”

Sponsored by CTV, “Tales of a TV Journalist” features a cocktail reception followed by a theatre-style presentation. Tickets for the event are \$125 each and can be purchased online at www.uwaykw.org.

-30-

United Way Kitchener Waterloo & Area is committed to improving the quality of life for all who live and work here by building on community resources. Working with 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:

Meg Lagrotta
Communications Officer and Event Planner
United Way KW
519-888-6100 ext. 232
mlagrotta@uwaykw.org