



**United Way
Kitchener Waterloo & Area**

For immediate release:

United Way KW to donate "text to give" dollars to recently devastated community of Goderich

{Waterloo, Tuesday August 23, 2011} – United Way Kitchener Waterloo & Area is asking people to join them in supporting the disaster-stricken town of Goderich in the wake of an F3 Tornado that devastated the community last Sunday afternoon.

All funds raised through United Way KW's mobile giving campaign, also known as text-to-give, between August 23-31 will be given to United Way Perth-Huron to assist those affected by the tornado.

"In times such as this, with so many lives uprooted so close to home, we must step up and help each other," says Jan Varner, CEO, United Way KW. "We're asking the local community to put caring into action by texting their financial support and helping to send a message to the citizens of Goderich that we're here to help them through this tumultuous time."

People are encouraged to text "UCARE" to 45678 to donate \$5.00 to United Way Perth-Huron. They can use text-to-give up to 6 times per month, and the amount will be added to their mobile phone bill.

In 2010, United Way KW became one of the first Canadian United Ways to launch a mobile giving initiative, making it easier than ever for people to pledge their support. The program is made available thanks to the generous sponsorship of Libro Financial Group.

-30-

United Way Kitchener Waterloo & 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:

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