



United Way of Kitchener Waterloo and Area
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MEDIA ALERT

FOR IMMEDIATE RELEASE

HELP WANTED: Pledges needed for campaign finale

Waterloo (January 12, 2011) – United Way of Kitchener Waterloo and Area needs your help to meet the \$6 million challenge.

“We know this community can come together to help us meet our goal” says Jan Varner, CEO of United Way KW. To date United Way KW has raised \$5.2 million in pledges towards the \$6 million challenge issued in September 2010. “There is a misconception that the campaign is closed. There’s definitely time to get involved! If we have more people come together and pledge, I see no reason why this community can’t raise \$6 million,” adds Varner.

The campaign closes mid February. On February 25th, United Way KW will host their annual Community Spirit Awards. This event recognizes the organizations and individuals who make a difference in this community through United Way KW. Varner says, “The Community Spirit Awards will be even more amazing if we can announce that this community met the \$6 million challenge.” You can still get involved by running a campaign, holding an event or just making a pledge.

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.