

**MEDIA RELEASE**  
**For Immediate Release**



## **ATLANTIC UNITED WAY WEEK SET FOR SEPTEMBER 14-20**

(St. John's, NL – September 14, 2009) – Representatives of United Ways across the region announced today they are teaming up to launch the first-ever Atlantic United Way Week, to be held September 14 to 20, 2009.

United Way is a non-profit organization located in 117 Canadian communities, including 11 in the Atlantic provinces. Each United Way works locally to find solutions to community problems by engaging volunteers, identifying community needs and raising and distributing funds.

United Way Week has or will be officially proclaimed by the Province of Newfoundland and Labrador, the City of St. John's, City of Mount Pearl, Towns of Paradise, Conception Bay South & Corner Brook. During the upcoming Atlantic United Way week, United Ways across the region will hold a variety of events aimed at helping the public better understand the role of the organization, says Gary Peddle, Chair of the United Way of Newfoundland and Labrador.

“This is a critical time for our community and for the region's United Ways,” says Peddle. “While things may not be as gloomy in Newfoundland and Labrador, or throughout Atlantic Canada as in other parts of North America, there are many individuals here who have been hit hard by the recession. Now, more than ever, we want to remind Atlantic Canadians of the role of United Way and their own role in helping their fellow citizens. We all have an opportunity to make a real difference in improving the lives of those who need our help.”

By responding to immediate social needs in communities and addressing the root causes of social problems, United Way is working to create positive long-lasting changes in Canadian communities.

Atlantic United Way Week will take place as United Ways in Newfoundland and Labrador, Nova Scotia, New Brunswick, and Prince Edward Island kick off their annual fundraising campaigns. Contributions to United Way help to improve the quality of neighborhood social services, ensure opportunities for youth, support programs and services that provide health care and help newcomers integrate into their new communities.

There are 11 United Ways across Atlantic Canada, including six in Nova Scotia, three in New Brunswick, 1 in Prince Edward Island and 1 in Newfoundland. In 2008 alone, the Atlantic United Ways jointly raised more than \$13.5 million to support the region's most vulnerable.

### **PHOTO OPPORTUNITY:**

Monday September 14, 2009  
St. John's City Hall  
6:00 – 7:00 with official Flag Raising Ceremony between 6:45 & 7:00pm

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### **For Further Information Contact:**

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