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FOR IMMEDIATE RELEASE:

United Way Celebrates Best Year Yet!

St. John's, Newfoundland – April 3, 2009 – On April 2, 2009, United Way publicly announced that the 2008 Workplace Campaign achieved over \$752,000 throughout Newfoundland and Labrador. This success is unprecedented and demonstrates the continuing growth of United Way campaigns in our community.

The Celebration took place at The Battery Hotel in St. John's and was hosted by Larry Jay of OZFM.

To honour the organizations and individuals who contributed to the campaign, United Way presented spirit awards in recognition of the successes achieved during the 2008 Workplace Campaign.

Spirit Awards were given for the top performing campaigns in 7 workplace divisions. The awards were presented to the following sectors: Business – Costco; Energy – ExxonMobil Canada; Finance – RBC; Professionals – Deloitte; Government of Canada Workplace Charitable Campaign (GCWCC) – Canada Revenue Agency; Tech & Tel – Aliant; and Public Sector – Canada Post. Two other awards were presented to other campaigns that achieved noteworthy success. The Top Performing New Campaign was presented to Toromont, while MTS Allstream took the Quantum Leap Award, which recognizes the campaign that has achieved the highest growth year over year.

Campaign Co-Chair Ms. Sue Parks says, "Our goal for the 2008 Workplace Campaign was \$708,000. I am pleased to say that we surpassed our expectations and achieved over \$752,000. This success is because of the support of corporate and individual donors and our incredible base of volunteers. Our organization prides itself on exceptional partnerships that ultimately build a stronger community. We look forward to another record setting year for our team!"

"United Way campaigns are full of individuals and corporations that use creative ways to fundraise for our community at large. In a time of heightened competition for philanthropic dollars, I am very pleased to acknowledge these organizations for their efforts on behalf of United Way. These organizations and volunteers bring resources together to help take care of

what matters here in our own province,” said Gary Peddle, President, United Way Board of Directors.

United Way’s key funding areas support opportunities for children and youth, individual health and well-being, services for seniors, intervention and support, social and economic enhancement and community support services. In addition to these six target areas, donations can be directed towards specific charities as chosen by donors.

Funding recipients, who often struggle to fundraise for key programs, are grateful for the presence of a growing and active United Way in our community.

Charmaine Davidge, of St. John’s Women’s Centre said, “As a funding recipient of United Way’s Community Fund, we are thankful for this substantial support that will allow us to secure capital needs for our new facility as well as underscores their belief that all individuals in our community have value. United Way, in a very short period of time, has become an integral part of our social fabric and has been instrumental in bringing donors and organizations together!”

United Way is a registered charitable organization whose mission is to improve lives and build community by engaging individuals and mobilizing collective action. Funds raised by United Way stay in our communities, supporting essential programs and services within a variety of non profit agencies.

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