



For Immediate Release:

United Way of Newfoundland and Labrador Celebrates Another Record Campaign!!!

St. John's, Newfoundland – April 9, 2010, – This evening, at its Campaign Celebration event, United Way of Newfoundland and Labrador publicly announced that its 2009 campaign had succeeded in raising over \$801,000, a new record! In its first campaign under the United Way of Newfoundland and Labrador banner, this historic total was achieved through contributions from all over the province, demonstrating the remarkable growth of United Way and its campaigns in this province.

Hosting the event, at the clubhouse on Admiral's Green Golf Course in Pippy Park, overlooking the city from Mt. Scio, was NTV personality Toni-Marie Wiseman. During the evening, Spirit Awards were given to honour organizations and individuals who made outstanding contributions to the 2009 United Way workplace campaign.

Spirit Award winners included:

Spirit of The Way Awards, recognizing organizations who achieve the highest percentage increase in funds raised over their 2008 campaign went to Veteran's Affairs Canada, Molsons Coors and TD Bank Financial Group

Shining The Way Award, honoring an organization that ran an outstanding campaign with high participation and average gift size was awarded to Ultramar Ltd.

Blazing The Way Award, given to the organization with the most outstanding new campaign, was awarded to Hatch Ltd.

Leader of The Way Award, in recognition of a volunteer who has demonstrated outstanding support for their workplace campaign, was presented to Ms.Christine Williams of Canada Revenue Agency.

The Worker's Way Award is given to a workplace that has achieved a high level of participation, a combination of employee gifts and special events, and there is a high level of union and labour support and participation in the campaign. The inaugural presentation of this Award recognizes the members of FFAW/CAW of Molson Coors.

Star of The Way Award, in recognition of the workplace that has achieved the highest results of any individual campaign workplace, was awarded to ExxonMobil Canada. ExxonMobil has continuously demonstrated their commitment to United Way and their community and in their 2009 campaign raised almost \$195,000!



Campaign Chair Rick Graham was very pleased with the campaign's success. "This year's campaign presented us with a real challenge, given that our goal was to add to last year's total, despite the global economic downturn. That we were able to do so clearly demonstrates that the people of this province understand that in these circumstances community need is even greater. We accepted the challenge and I'm very pleased to say that we met our goal."

"That is why an event like this is so important. All of the businesses and organizations here tonight deserve recognition for their efforts in helping us meet our goal. It is a true testament to the people of this province, it shows that we are a giving people and supportive of our community and that's what United Way is all about."

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.

Brian Shea was one of the guests at the event, and a speaker on behalf of the Vera Perlin Society. He spoke of how he got an opportunity to work for Home Depot through a work exposure placement funded by United Way. Marilyn Wall, Manager of the Employment Division of the Vera Perlin Society, said that "United Way's funding make stories like Brian's possible. It is an integral part of our organization, which promotes awareness and integration in the community for individuals with a developmental disability. Brian has since completed the work exposure placement with us and did so well that Home Depot has hired him. The placement gave him an opportunity to demonstrate his abilities and prove himself as a valuable asset to the workforce. This was and continues to be a positive experience for all of us.....everyone comes out a winner!"

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 nonprofit agencies.

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