



**FOR IMMEDIATE RELEASE:**

## **UNITED WAY OF KW UNVEILS NEW WORKPLACE CAMPAIGN CHAIR**

**(WATERLOO – Monday May 10, 2010)** – 570 Morning News Anchor, Lisa Drew, will be the voice of United Way of Kitchener Waterloo and Area as the new Campaign Chair. With her contagious spirit and enthusiasm, Lisa is ready for a new challenge and to spread the word of change.

A long time supporter of United Way, Lisa is thrilled to be a part of the team. She served as an Employee Campaign Coordinator, twice in the last 5 years, for 570's workplace campaigns, "I have always been in charge of getting my colleagues into the United Way spirit; this year I will be focused on our community spirit," explains Lisa Drew. As Campaign Chair she will be the spokesperson for United Way's Annual workplace campaign and work closely with the Campaign Director. Her role will be to help rally support and motivate local workplace campaign activities.

"We are very excited to have Lisa on the United Way team. Her skill set and vibrant personality are strong assets to this year's campaign. If there is anyone to cheer on this community, it's her!" says Danielle Havelka, United Way's Campaign Director.

Lisa's goal as chair is to get the word out about the changes that have already been happening in the community. "I think everyone has felt the tough economy, but I think there are fresh signs of economic recovery. Great things are coming this year," she says.

This role is a natural fit for Lisa. As a mother of two, she knows first hand the effects United Way has on community members. "Our family has benefitted from programs supported by United Way and I have witnessed as a reporter how groups supported by United Way help so many in our community. It's a real eye opener." says Lisa.

United Way's largest fundraiser comes from the annual fall workplace campaign. Last year marked a new strategy with the announcement of a three-year revenue goal of \$21 million. This new strategy is aimed at fueling long-term commitment and targeting our community's key social issues.