



FOR IMMEDIATE RELEASE

BE CHANGE, MAKE CHANGE, SEE CHANGE

UNITED WAY OF KW HOSTS THEIR FIRST COMMUNITY SPIRIT AWARDS

(WATERLOO – Wednesday February 24, 2010) – United Way of KW will host their first Community Spirit Awards program on February 25th, at The Waterloo Inn. This breakfast event recognizes individuals and organizations who have exemplified year round efforts to *be change, make change and see change* in the community.

The Community Spirit Awards program is aligned with United Way's new three year community impact strategy and revenue goal of \$21 million. "The real focus this year will be on the award winners," said. CEO Jan Varner, "In the past we've measured success by the tally at the end of our efforts rather than addressing the issues in the community. This year we'll approach this in a new way with our three year goal in sight." The pledges raised through workplace campaigns, events, cash gifts and other fundraising activities will also be revealed.

At the Awards program, Victor Zamin will be retiring from his role as United Way Campaign Chair after a two year commitment to the Fall Workplace Campaign. Victor says, "I am pleased with the response we received from all the supportive organizations Region over the past two years. This year we really saw the region pull through economic challenges to raise an impressive amount of funding towards our three year goal."

Guests may be surprised by who is serving their breakfast. Local dignitaries will demonstrate community spirit by serving guests their coffee and morning meal. Regional Chair Ken Seiling, Mayor Brenda Halloran, Peter Braid MP, Stephen Woodworth MP and Mayor Carl Zehr will participate at the event.

United Way's new community impact strategy is aimed at fueling long-term commitment and targeting our community's key social issues. This helps to achieve the best collective results possible in each of United Way's five community priority areas – children and youth, families, neighbourhoods, newcomers and economic security.