



United Way of Kitchener Waterloo and Surrounding Area  
Marsland Centre – 11<sup>th</sup> Floor, 20 Erb St. W., Waterloo, ON N2L 1T2  
Phone: (519) 888-6100      www.uwaykw.org

## **MEDIA ALERT**

### **FOR IMMEDIATE RELEASE**

#### **United Way KW Celebrates a Workplace Success!**

**Waterloo (November 17, 2010)** – United Way Kitchener Waterloo and Area’s campaign has achieved 33 percent of the 6 million dollar challenge set in September. The 2010 fall workplace campaign has currently raised \$2 million in pledges.

“This week we celebrated with one of our workplaces who demonstrated the true meaning of be change, make change and see change in our community,” says Danielle Havelka, Campaign Director. Economical Insurance demonstrated the United Way spirit and wrapped up their campaign with a bang. They exceeded expectations by surpassing their fundraising goal by \$50 thousand and increased their leadership donors by 33 percent. Leadership donors are those who give \$1000 or more annually.

With less than three weeks to go, Campaign Chair, Lisa Drew says, “It has been amazing to see the enthusiasm and spirit of this community first hand. It’s because of this contagious spirit that the community will continue to rally its resources and help raise \$6 million this fall. I know we can reach our goal together!”

*The United Way of Kitchener Waterloo and Area is committed to improving the quality of life for all who live here by building on community resources. Working with the five priorities identified by our community as areas of focus, we will continue to ensure funds and resources are intentionally targeted to the places where they are needed most and where they can have the greatest impact.*

-30-

#### **For more information please contact:**

Meg Lagrotta  
Communications  
United Way of Kitchener Waterloo and Surrounding Area

Email: [mlagrotta@uwaykw.org](mailto:mlagrotta@uwaykw.org)  
Phone: (519) 888-6100 ext. 232  
Web: [www.uwaykw.org](http://www.uwaykw.org)