

MEDIA RELEASE

For Immediate Release: Thursday, September 8, 2016

United Way Celebrates Possibility in the Community with a BBQ and Stuff the Bus event.

United Way of Saskatoon and Area officially kicked off their annual campaign season on September 8th by inviting the community to take part in a BBQ lunch and Stuff the Bus event.

Every year United Way sets out to raise as much money as possible in order to change lives in our community. This year United Way's campaign goal is \$6 million PLUS, with the main focus on "What does the PLUS mean?"

For United Way the PLUS means that each and every dollar raised over \$6 million means the possibility of MORE lives changed.

- the possibility of MORE children reaching their grade level reading skill, through United Way's Summer Success initiative.
- the possibility MORE individuals facing homelessness have access to safe and affordable housing, through the Journey home program.
- the possibility ALL individuals facing mental health and addictions issues get the support they need to live a full and happy life.

"This year our campaign goal is really about the possibility of what it means if we raise more than \$6 million. With the current downturn in the local economy, we know that our community needs our support now more than ever. If we can come together to raise more, we know we will have a larger impact for the individuals and families that need it most." Heather MacMillan-Brown, United Way Campaign Co-Chair.

The event's presenting sponsor was United Food and Commercial Workers Provincial Council. 2016 marks the 10th anniversary of this dedicated sponsorship. Other partners included the City of Saskatoon and Government of Saskatchewan employees, Saskatoon Media Group, Saskatoon Transit and Frog Box. The program included a presentation from United Way Campaign Co-Chair Heather MacMillan-Brown and greetings from the Saskatoon and District Labour Council, Mayor Don Atchison and Silverspring-Sutherland MLA Paul Merriman.

Participants of the event showed their support by bringing much needed items to help United Way fill a city transit bus to help build a better life for everyone in our community. Items included, children's school and art supplies, adult socks and assorted hygiene products. These items will be divided and distributed to programs and services that will benefit from the extra support.

United Way of Saskatoon and Area is in the business of changing lives. They focus their knowledge and resources on building strong communities; helping kids be all that they can be; and moving people from poverty to possibility.

Behind every changed life is someone who made it happen. Please join United Way as they strive to ignite possibility in our community.

Together, we are possibility.

For more information, please contact:

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