

# Change starts here.

For Immediate Release

## **UNITED WAY REACHES ITS CAMPAIGN GOAL!**

Cobourg, ON – February 9<sup>th</sup>, 2012 – The Northumberland United Way 2011 Campaign was kicked off by a parade of Super Heroes back in September, announcing a goal of \$925,000 and at the Campaign Recognition Breakfast today, a team of everyday Super Heroes decked out as Clark Kent look-alikes revealed the campaign total to be \$927,928!

Campaign Chair Stephen Della Casa stated, "I had always known this to be a very generous community, but now I've had the privilege to see just what that means first hand. While many studies have told us that giving is trending down in Canada, we've seen the opposite here in Northumberland. The Northumberland United Way asked for your support, and you responded. On behalf of all those who will benefit from the dollars raised, thank you!"

The announcement received loud vocal support from a packed house at the Best Western Inn & Convention Centre. Awards were given out to many companies and groups, large and small, who dug deeper than ever this year to make their contributions to United Way and help achieve this remarkable goal.

For the first time, three local industries were recognized for donating a cumulative total of over \$1 million dollars each to United Way. Accepting the Million Dollar Milestone awards were Cameco Corporation, CpK Interior Products and Belden. This is a tremendous achievement by these three companies, their employees and their union locals and United Way is very grateful for the ongoing support.

United Way Board Chair Pam Went stated, "We knew that we had set a stretch goal but we also knew that it reflected what Northumberland United Way and its funded agencies needed in order to continue to deliver the programs and services that our community counts on. Our donors listened and in turn "stretched" their support to meet the need."

United Way is dedicated to creating opportunities for a better life for everyone in our communities by helping individuals, families and neighbourhoods realize their full potential. United Way is a leader in understanding root causes of social issues and bringing together people and resources to create real change in people's lives, meaningful, positive, lasting change. Not just for today, but for the long term.

The United Way thanks Brad Willcocks and his staff at the Best Western for generously donating the breakfast.

Attached is a list of the awards presented at the breakfast.

For more information, please contact:

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