



October 6, 2009

**United Way Announces It's 1<sup>st</sup> Annual United Way Day**  
...in celebration of our 50<sup>th</sup> Anniversary and beyond

Barrie, ON, October 6, 2009 -- 2009 marks the 50<sup>th</sup> anniversary of United Way of Greater Simcoe County. To celebrate the occasion, we have launched a new initiative called **United Way Day**.

The goal of **United Way Day** is to become an annual major fundraiser which engages residents of Simcoe County to raise funds, as well as increase the level of awareness of United Way of Greater Simcoe. **United Way Day** activities will vary widely. Some of the activities planned to date include point of sale collections by selling "Helping Hands", casual dress days, bake sales, and employee competitions. We are encouraging groups and businesses to be creative in their United Way Day fundraising and to have fun on the first **United Way Day - November 26, 2009!**

100% of the funds raised will stay in Simcoe County to fund programs that will enable Simcoe County to become a stronger and more caring community. United Way of Greater Simcoe County currently supports 19 agencies, providing 45 programs, along with 14 New Initiative Programs across Greater Simcoe County. Adequate funding is critical in ensuring these agencies are able to tackle our region's toughest issues, including mental health, domestic violence and abuse, and affordable housing and homelessness, to mention but a few.

United Way Day Chair, Brad Truelove shared, "The current challenging economic environment has increased the overall level of need for the programs and services that the United Way funds. **United Way Day** is an excellent opportunity to mobilize and harness the collective power of the residents of Simcoe County to make a significant difference in our community."

**Additionally:**

- United Way is one of the largest non-government sources of social service funding in Greater Simcoe County and has been effecting change for 50 years.
- Annually United Way funded agencies touch the lives of 1 in 3 people, which equates to more than 150,000 individuals in our region.
- *Please help us in our quest to build a better community.*

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*For further information:*

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