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...50 years strong!!!

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United Way of Greater Simcoe County  
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**For Immediate Release**

## United Way of Greater Simcoe County Launched 2009 Campaign– 1.6 Million Plus!

**Barrie, ON September 15th, 2009**

United Way of Greater Simcoe County (UWGSC) kicked off its 2009 Campaign across the community today, beginning in Bradford at the Courthouse at 9 a.m. followed by a stop at Midland Town Council at noon and ending at the County of Simcoe Administration Building at 4 p.m.

Mark Aitken, Chief Administrative Officer of the County of Simcoe, and Terry Geddes, Past Warden, this year's UWGSC's Campaign Cabinet Co-Chairs shared their thoughts on the theme of this year's goal, "We truly believe in the dynamic agencies that make up our local United Way and appreciate all the time, talent and creativity they employ each day to meet the needs of those less fortunate in our communities. They are focused on making improvements through skills development, increased financial stability and the general health and welfare of individuals in our communities. They do a great job of advancing the common good and creating lasting changes in our community, but we need your help."

Aitken and Geddes adds "As you are aware, the 2009 campaign begins with many foreseeable challenges that have affected our economic climate. Because we recognize these obstacles do exist, you can be sure that we are prepared to rise to the occasion to meet these challenges with the help, perseverance and the strength of the community that we are proud to call home. Our Cabinet is armed with a network of excellent business relationships, unique ideas for fundraising and exciting new special events. We will rise to the challenge, with equal amounts of determination and enthusiasm. We are committed to growing the campaign and are hoping to surpass both our own goals and all expectations. Together, we can accomplish more than any single person or group can on its own. We urge you to join us and make a contribution to United Way. Become a part of a movement to energize and inspire the people around you to *make a difference*. "

**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.
- Over 80% of funds donated to UWGSC are raised in the workplace, most through payroll deduction programs. More than 150 employers in Simcoe County support their community this way.
- 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 more information please contact:**

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News Release

