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**United Way of Greater Simcoe County**  
unitedwaysimcoecounty.on.ca

*For Immediate Release*

## **United Way of Greater Simcoe County Seeks to Borrow a Few Good Workers**

**Barrie, ON, April 28, 2009** – United Way of Greater Simcoe County is calling on local companies to lend their best and brightest to help strengthen our community through its Loaned Representative program. United Way depends on Loaned Representatives to help keep its fundraising costs low by increasing its workforce and maximizing staff efforts. In return, United Way provides a unique mentorship program that develops employee sales and leadership skills, while creating a better understanding of community organizations

As part of the United Way team, Loaned Representatives work with staff and volunteers to develop and implement workplace campaigns by communicating with donors and helping to cultivate relationships with companies and organizations. The full-time seasonal role typically lasts 16 weeks from mid-August through to mid-December. United Way is looking for a number of Loaned Representatives for the 2009 campaign.

Since the United Way launched its Loaned Representative program many years ago, a number of local companies like ExpertTech, Huronia Regional Centre and Canadian Forces Base Borden have participated. “The Loaned Rep program is win-win for United Way and participating companies,” said Colonel Guy Hamel, Commander for Canadian Forces Base Borden. “United Way gets skills and expertise at the same time companies get a unique training program and professional opportunity that reinvigorates employees while serving their communities.”

Companies interested in participating in the Loaned Representative program should contact Seija Suutari at 705-726-2301 ext 26 or [seijas@unitedwaysimcoecounty.on.ca](mailto:seijas@unitedwaysimcoecounty.on.ca).

- United Way has been effecting change in Greater Simcoe County 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 community.
- Your support allows UWGSC to continue this important work and reach out to those most in need.
- *Please help us in our quest to build a better community.*

For more information or to make a donation please call 705-726-2301.

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**For further information please contact:**

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**News Release**