

Media Alert

United Way of Greater Simcoe County Launches 3rd Annual Day of Caring® in Barrie

May 8, 2008

Who: **United Way of Greater Simcoe County**
What: **2008 Day of Caring® Launch**
When: **Thursday, May 8th, 9:30 a.m. – 4:30 pm**
Where: **David Busby Street Centre, Trinity Anglican Church,
24 Collier Street, Barrie, ON.**

Photo Opportunity: David Busby Street Centre staff and volunteers, Eli Lilly employees, and United Way are all coming together to paint the offices and common room of the David Busby Centre, located in Trinity Anglican Church. Trinity Church has provided their premises to the David Busby Street Centre for much of the fifteen years they have offered support to homeless or marginalized people. Both the church and the centre are looking forward to Thursday's make-over.

Media is invited to take photographs on this day.

Additionally:

- Day of Caring® was established to promote the spirit and value of volunteerism, increase the awareness of local human service agencies, and demonstrate what people working together for the community's good can accomplish.
- United Way is the largest non-government source of social service funding in Simcoe County.
- Over 80% of funds donated to United Way of Greater Simcoe County are raised in the workplace, most through payroll deduction programs. More than 150 employers in Simcoe County support their community through United Way.
- Leading United Way of Greater Simcoe County's 2008 fundraising efforts is our Campaign Cabinet Chair, Mark Aitken, CAO County of Simcoe.
- In 2007 United Way of Greater Simcoe County raised a record amount for local programs and services - \$1,360,000. .

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For further information:

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