

## County's CAO Heads United Way of Greater Simcoe County's 2008 Campaign

**Barrie, ON, February 26<sup>th</sup>, 2008** – United Way of Greater Simcoe County (UWGSC) is pleased to announce that Mark Aitken, Chief Administrative Officer of the County of Simcoe will assume the role of Campaign Cabinet Chair for UWGSC's 2008 Campaign. Ranked as one of the fastest growing regions in Canada, the County of Simcoe delivers services to over 435,000 county-residents including the cities of Barrie and Orillia. United Way of Greater Simcoe County is focused on improving lives within these geographical boundaries, touching one in three lives. That's approximately 150,000 residents every year.

"We were looking for a senior community leader with a regional reach when identifying our ideal Cabinet Chair," says Seija Suutari, UWGSC's executive director. "Mark's passion and on-going commitment to this region and to United Way will enhance our growth across our district; we are very enthused about partnering with him in creating a dynamic campaign cabinet team."

"I was honoured to have been asked to lead this campaign," says Aitken. "There is tremendous opportunity to advance this campaign given the current trends within Simcoe County. Furthermore, I am inspired by the work being achieved by member agencies as well as the community building that is occurring under United Way's leadership."

If you are interested in joining Mark Aitken's 2008 campaign cabinet team or if you would like to investigate serving in another volunteer capacity, please call 705-726-2301.

United Way has been making a difference in this community for 48 years. 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.*

INSPIRE \* BUILD \* CHANGE

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