

## RBC support adds up for United Way of Greater Simcoe County Campaign

**Barrie ON, February 13, 2008** – United Way of Greater Simcoe County (UWGSC) is delighted to announce that RBC donated \$27,800 towards their 2007 campaign with nearly \$13,000 coming from employees. The cheque presentation, which took place during the grand opening of RBC's Essa Road, Barrie branch, represented an amazing 42% increase over last year's amount. RBC's achievement has catapulted them into UWGSC's Top 10 Corporate supporters, securing the 6<sup>th</sup> place position.

"These funds will impact services supporting residents of Orillia, Midland, Penetanguishene, Bradford, New Tecumseth and everyone in between because every dollar raised by United Way of Greater Simcoe County stays in Simcoe County," said Seija Suutari, executive director for United Way of Greater Simcoe County. "Services funded by United Way help people who are abused and people who are addicted. It rescues families in distress and troubled children and youth. It provides a helping hand to the mentally ill, the terminally ill, and the people who care for them."

"We are very proud of the accomplishment of our employees at RBC locations across Greater Simcoe County," said Roger Denize, Vice President Commercial. "RBC is committed to strengthening our communities and United Way has long been a trusted partner in this endeavour."

United Way of Greater Simcoe County has been making a difference in this community for 49 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 United Way 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 about how to get involved or contribute, contact United Way of Greater Simcoe County today at 705-726-2301.

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**For more information please contact:**

Seija Suutari, Executive Director  
United Way of Greater Simcoe County  
(705) 726-2301 ex. 26  
[seijas@unitedwaysimcoecounty.on.ca](mailto:seijas@unitedwaysimcoecounty.on.ca)  
[www.unitedwaysimcoecounty.on.ca](http://www.unitedwaysimcoecounty.on.ca)

