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United Way of Greater Simcoe County
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For Immediate Release

Innovative Automation Continues to be... well *Innovative!!*

Barrie, ON. December 11, 2008 - United Way of Greater Simcoe County (UWGSC) is pleased to announce that Innovative Automation once again ran a very successful United Way campaign! Their employee campaign, pie in the face and pumpkin auction combined to raise a total of \$26,194.27! This represents a 4.5% increase over their goal and a 6.5% increase over their contribution last year.

"We have been supporting our community through the United Way for 13 years and are gratified to know that we are helping to ensure a wide variety of needs are being met" said Paul Tyndall, co-owner. And Steve Loftus, co-owner added ". "We view this as a very competitive one-month project. It's also about community spirit and creating that fun place to work through our fundraisers,"

Loftus and Tyndall run a highly competitive business in Barrie and are constantly striving to improve upon last year's achievements. They treat their annual United Way fundraisers the same way. The company's biggest fundraiser is their pie-in-the-face event, that alone raised over \$12,000.

As a result of this enthusiastic engagement, Innovative Automation has taken home both the UWGSC Community Spirit Award (2007) and the UWGSC Special Event Award for five consecutive years (2002 – 2007.)

"We are gratified by such a wholehearted and generous campaign," said Seija Suutari, chief executive officer for UWGSC. "Innovative Automation continues to demonstrate itself as a compassionate and caring **Leader of the Way**."

United Way 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 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.

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