



**United Way**  
Central & Northern  
Vancouver Island

For Immediate Release

## **Donated Campaign Car Helps United Way Spread Change Agent Message**

**Nanaimo, BC – October 28, 2013** – For the fourth year the United Way Central and Northern Vancouver Island (UWCNVI) team has a dedicated campaign car, insurance and gas to use during their fall **Agent of Change** fundraising campaign to raise \$750,000 for 33 Central Island programs. Woodgrove Chrysler generously donated the campaign car, a branded Dodge Caliber, and Vancouver Island Insurance Centres donated the insurance. Mid-Island Co-op has donated \$2,000 worth of gas to keep the campaign team on the road. The decaling on the car was donated by Scribble Signs.

“During our busy campaign time our team covers a big area and clocks a lot of kilometers. We have over 130 different workplace locations. The campaign car, gas and insurance donated is an enormous help to keep costs down and focus on fundraising for programs that make a real impact and difference in our community,” said Signy Madden, Executive Director, UWCNVI. “There are many ways to donate to United Way either cash or in-kind and we are very grateful to Woodgrove Chrysler, Mid-Island Co-op and Vancouver Island Insurance Centres for how they pitch-in in such a practical way.”

The campaign car will be used by the United Way office staff and volunteers until the end of January to get around during busy campaign time to make presentations to workplaces, bank deposits, attend meetings, visit partner agencies and to drop off campaign supplies.

“As a past campaign team member, I know how hard that team works and how many places they visit. Supporting United Way in their campaign by donating the car to support fundraising efforts is a practical way we are able to give back.” Said Mike Heyes, Woodgrove Chrysler.

For additional information contact the UWCNVI office at 250-729-7400 or [info@uwcncvi.ca](mailto:info@uwcncvi.ca) or donate directly online through Canada Helps at [www.uwcncvi.ca](http://www.uwcncvi.ca)

### **About United Way Central and Northern Vancouver Island**

UWCNVI improves lives and builds community by engaging individuals and mobilizing collective action. Since 1958 UWCNVI has help strengthen the communities it serves. Because of the generosity of donors and volunteers, UWCNVI is able to fund 53 charities supporting 60 programs in the Central Island, the Comox Valley and Campbell River this year. UWCNVI also manages the Success by 6 early childhood development programs throughout the Central and Northern Island and plays a part in working to reduce homelessness by being the Community Entity for Nanaimo’s Homelessness Strategy. United Way’s Better at Home program to help keep seniors living at home will begin in Nanaimo, Parksville, Port Hardy, Comox Valley and Port Alberni in 2013 and 2014.

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For additional information please contact:

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### **United Way Central & Northern Vancouver Island**

#### **Change starts here**

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Comox Valley : PO Box 3097 Courtenay, BC V9N 5N5 |250 338 1151  
Campbell River : PO Box 135 Campbell River, BC V9W 5A7 |250 287 3213  
[www.uwcncvi.ca](http://www.uwcncvi.ca)



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