

**For Immediate Release**  
**United Way Announces 2017 New Campaign Co-Chair**

**March 20, 2017 Nanaimo, BC** – The United Way Central & Northern Vancouver Island has named its 2017 campaign co-chair. Daryl Major, News Director at Island Radio and Co-host of the Wave morning show, will lead a team of key individuals who will support and inspire corporate leaders to participate in the annual United Way campaign. President of the Nanaimo Duncan & District Labour Council & Manager for BC Ferry & Marine Workers' Union, Ellen Oxman will serve as co-chair, as she did for the 2016 campaign.

United Way is currently involved with more than a hundred workplace campaigns. "Being asked to co-chair the United Way fundraising campaign is a definite honour. In my job as a broadcaster, I see a lot of stories of doom and gloom. I want to make my corner of the world a better place, and helping the United Way do great things will do that!" Major said.

The 2017 campaign officially launches in the fall, but Major and Oxman will be actively communicating with senior management at local businesses to solicit their participation. Currently, they are engaging with local leaders to join the campaign team.

"With the help of last year's volunteers we were able to increase our campaign results, however, the need is still higher than what we can currently fund," said Lori Masse, the Resource Development Associate at United Way. "Daryl and Ellen's team can help bridge that gap, and help move more people out of poverty and give kids the chance to be all they can be."

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