



United Way
Central & Northern
Vancouver Island

For Immediate Release

United Way Funds Award-Winning Anti-Bullying Program

Local High School Students Receive Critical Training

Port Alberni, BC – December 3, 2013 – For the first time, United Way Central & Northern Vancouver Island is funding a program in Port Alberni. The program is the Canadian Red Cross *Beyond the Hurt* anti-bullying education program delivered in the Alberni District Secondary School. Last week the first group of students completed the program. This program is possible because of the generosity of donors at BMO, CIBC, RBC, TD & Island Health and individual donors in Port Alberni. United Way has funded the same program for Nanaimo and Comox Valley students in previous years and wanted to bring the program to Port Alberni.

The *Beyond the Hurt* program provides grade 10 and 11 students, along with adult mentors, the information and the tools to deliver Beyond the Hurt workshops on bullying and prevention to grade 6 and 7 students. The program teaches practical skills on bullying prevention while also giving older students the opportunity to become positive role models and leaders for younger students.

“United Way is about strengthening the community. One way we do that is to raise money locally and invest donor’s dollars in local, effective programs. We knew that the high school needed this program in Port Alberni and we have a strong program with the Red Cross that is funded in other communities. We are thrilled that Port Alberni donors BMO, CIBC, RBC, TD & Island Health joined us in making this proven program available for teens and children here.” said Signy Madden, Executive Director, United Way Central & Northern Vancouver Island. “There are many other local programs that need funding and we hope more donors will join with us so we can increase the investment in Port Alberni next year. We welcome other workplaces that would like to run a campaign or individuals who wish to give locally.”

United Way is seeking donations from the community to help them fund 60 programs in the Central and North Island. Donations can be made by calling the UWCNVI office at 250-729-7400 or info@uwcncvi.ca or donate directly online through Canada Helps at 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 strengthened 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 including Port Alberni, 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 works to reduce homelessness by being the Community Entity for Nanaimo’s Homelessness Strategy. United Way’s Better at Home program aimed at helping keep seniors living at home will begin in Nanaimo, Parksville, Port Hardy, Comox Valley and Port Alberni in 2014.

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For additional information please contact:

Erin O’Reilly
erin@uwcncvi.ca
250-713-0489

United Way Central & Northern Vancouver Island

Change starts here

Central Island: 3156 Barons Road Nanaimo, BC V9T 4B5 |250 729 7400
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
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