

**For Immediate Release**

## **Local Businesses Drive United Way Campaign to Deliver Local Programs and Improve Lives Locally**

**Nanaimo, BC** – October 6, 2017 – Four local businesses are joining forces to put wheels under this year’s United Way campaign. For the eighth year in a row, the United Way Central & Northern Vancouver Island (UWCNVI) team has a dedicated campaign car, insurance and gas to use during their fall *Improving Lives Locally* fundraising campaign. Woodgrove Chrysler generously donated the campaign car, a branded 2017 Jeep Cherokee, Real Insurance donated the insurance, Scribble Sign Co. donated the decaling on the jeep, and Mid Island Co-op has donated gas to keep the campaign car fuelled up and ready to blaze the campaign trail.

“During our busy campaign time our team covers a big area and clocks a lot of kilometers. We have over 140 different workplace locations throughout our region. 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 their practical donation that will allow us to focus on raising funds to meet our 2017 goal of being able to fund 5 new programs in each of our regions including the Cowichan Valley, the Central Island, the Comox Valley, and Campbell River.”

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

For additional information contact UWCNVI office at 250-591-8731 or [info@uwcnvi.ca](mailto:info@uwcnvi.ca). To make a donation and change a local life, please visit [www.uwcnvi.ca](http://www.uwcnvi.ca).

### About United Way Central & Northern Vancouver Island

With a mission to improve lives and build community by engaging individuals and mobilizing collective action, UWCNVI invests in strengthening people and communities in Central and Northern Vancouver Island. Funds donated annually by local businesses and individuals for United Way’s Community Fund provide an essential network of social services in your community, helping improve thousands of lives every year.

Since 1958, UWCNVI has helped strengthen communities it serves. Because of generosity of donors and volunteers, UWCNVI is able to fund 64 community partner agencies supporting 91 programs in the Cowichan Valley, Central Island, Comox Valley, and Campbell River this year, serving over 40,000 individuals. 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.

- 30 -

For more information, contact:  
Ivanna Law  
Marketing & Communications Officer  
United Way Central & Northern Vancouver Island  
[communications@uwcncvi.ca](mailto:communications@uwcncvi.ca)  
250.619.0151  
[www.uwcncvi.ca](http://www.uwcncvi.ca)  
*Improving lives locally*