

For Immediate Release



United Way
Central and Northern
Vancouver Island

City Hall Proclaims United Way Week from Oct 4 – 11, 2015

Port Alberni, BC – October 2, 2015 – Port Alberni City Hall has proclaimed United Way Week as October 4 – 11, 2015 in support of United Way Central and Northern Vancouver Island’s (UWCNVI) We Are Possibility campaign.

As part of UWCNVI’s campaign, United Way Week will bring attention to the efforts to help those in need in our community. United Way is about local giving and local results. Donations to UWCNVI support programs that provide services to vulnerable people of all ages. “People don’t realize that United Way is active in Port Alberni. United Way strengthens families and young children through the Success By 6 programs. The Better at Home program helps seniors live at home for as long as possible. Two years ago we started funding the anti-bullying programs in the schools. Your local donations fund Port Alberni programs so the more people who give to United Way the more people we can help locally,” says Signy Madden, Executive Director.

This year, UWCNVI is helping over 20,300 people across Central and Northern Vancouver Island and funding 61 programs. For a full list of Community Partners, please visit uwcnvi.ca.

Local businesses such as BC Hydro, BMO, CIBC, Island Health, RBC and TD Bank ran a workplace campaign in Port Alberni last year.

“I have seen how effective the anti-bullying program is and know the kids and school district are happy to have access to this training. My oldest daughter is a certified anti-bullying trainer, who taught the “Beyond the Hurt” program to local elementary and middle school children in 2013, including her little sister. I am a United Way donor and BMO is a proud supporter of United Way locally and across Canada. We are looking forward to running another successful workplace campaign this November,” says Sharon Wutke, local BMO Branch Manager.

In recognition of the Together, We Are Possibility Campaign, businesses are encouraged to decorate their workplace for a week between October 4th and November 30th with a red and white theme and display brochures and other marketing materials from United Way. Please contact the United Way office at 250-591-8731 if you are interested in participating and you will be added to our list of local supporters and entered to win a great prize.

With a mission to improve lives and to build community by engaging individuals and mobilizing collective action, UWCNVI invests in strengthening people and communities including Campbell River, Courtenay-Comox, Port Alberni, Parksville, Qualicum Beach, Nanaimo, Gabriola Island and Ladysmith. Funds donated annually by local businesses and individuals for United Way’s Community Fund provide an essential network of social services in your community.

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For more information, contact:
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From Left: Councillor Ron Paulson, Signy Madden, Executive Director of UWCNVI, and Mayor Mike Ruttan proclaim United Way Week.