

For Immediate Release



United Way
Central and Northern
Vancouver Island

United Way's We Are Possibility Campaign Kicks Off in Campbell River

Campbell River, BC – September 16, 2016 – The United Way Central and Northern Vancouver Island (UWCNVI) 2016 **We Are Possibility** campaign launches on Wednesday, September 21 with a Kick Off event at the Museum at Campbell River from 3:00 pm to 5:00 pm.

Community members are invited to learn more about United Way's work in the community and network with other community members. Delicious appetizers will be provided (including chef-hosted fresh shucked oysters) from the Riptide Marine Pub.

Thanks to generous donors who gave last year, UWCNVI is funding nine programs that help improve lives in Campbell River. New programs include a free lunch and low-cost dinner program for adults with on-going chronic mental illness and an educational life skills lunch program for low-income families. For a full list of Campbell River funded programs and success stories, visit uwcnvi.ca.

"This is a great opportunity to get all of our generous donors and supporters in one room, to generate excitement for the campaign this year and share how by giving to United Way, you improve lives in Campbell River," says Signy Madden, Executive Director of UWCNVI. "Without the generosity of our donors, we wouldn't be able to fund nine programs here."

"With the support of United Way, we can focus on helping clients instead of searching for funding," said Shelley Howard, Executive Director of the Campbell River Head Injury Society. "Last year we provided volunteer employment training and mentorship to 216 brain injury survivors in Campbell River. We wouldn't be able to achieve this without United Way's funding."

Tickets are \$20 and available online at www.uwcnvi.ca/campaign.

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.

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For more information, contact:
Kyla Karakochuk
Marketing & Communications Officer
United Way Central & Northern Vancouver Island
communications@uwcnvi.ca
250.619.0151
www.uwcnvi.ca