

For Immediate Release



**United Way**  
Central and Northern  
Vancouver Island

## **United Way's We Are Possibility Campaign Kicks Off with a Community Breakfast**

**Nanaimo, BC** – September 12, 2016 – The United Way Central and Northern Vancouver Island (UWCNVI) 2016 **We Are Possibility** campaign launches on Thursday, September 15 with a Kick Off Breakfast at the Coast Bastion Inn at 7:00 am.

Community members are invited to start their day with a delicious hot breakfast, learn more about United Way's work in the community and network with other community members. There will be inspiring speakers and a chance to win some fantastic prizes.

Thanks to generous donors who gave last year, UWCNVI is funding 36 programs that help improve lives right here in the Central Island region. New programs include a literacy book club for men who have been incarcerated; support services and safe transitional housing options for women who want to exit the sex trade; and support for students who used to be in government care now pursuing their post-secondary education. UWCNVI is funding (with the help of the Nanaimo Foundation) the Nanaimo Citizen Advocacy Association to provide rent supplements to help Syrians Refugee families. For a full list of funded programs and success stories, visit [uwcnavi.ca](http://uwcnavi.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 our local communities," says Signy Madden, Executive Director of UWCNVI. "Without the generosity of our donors, we wouldn't be able to fund 36 programs in Nanaimo, Parksville, Qualicum, Port Alberni, Ladysmith and Gabriola."

United Way is grateful that Woodgrove Centre is our event sponsor again this year, even though the venue will be held at the Coast Bastion Inn while Woodgrove Centre completes renovations.

"Woodgrove is incredibly proud to support the UWCNVI. Through sponsorship of the Kick Off Breakfast, we can help raise more awareness of the campaign", said Nola Dunn, Marketing Director of Woodgrove Centre. "Inspiring others to give back to the community and help those in need is very important to us."

Tickets are \$30 and available online at [www.uwcnavi.ca/campaign](http://www.uwcnavi.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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