

For Immediate Release



Courtenay Target Donates \$1,000 to Local United Way

Nanaimo, BC – July 25, 2014 – The Courtenay Target store has donated \$1,000 to United Way Central and Northern Vancouver Island to boost the organization’s efforts to help the most vulnerable people in our community.

Target has been giving and volunteering at United Way since its first store opened in the U.S. in 1962. In 2013, Target contributed more than \$250,000 to local chapters of United Way across Canada. “Target is committed to fighting poverty and to supporting the communities where our team members live and work,” said Chris Gow, Store Team Leader for the Courtenay Target.

The \$1,000 donation will go towards United Way’s Community Fund that supports 18 programs in the Comox Valley that give hope to 3,400 people, including: 52 parents from impoverished families who enjoy activities with their toddlers; over 660 adults who need support as they care for aging seniors; and 20 women struggling with abuse, addiction and poverty who are housed and provided with compassionate services.

“United Way needs the support of the entire community to work on the root causes of the social issues that so many people in our region struggle with,” commented Laura Heikkila, Resource Development, Annual Giving with United Way Central and Northern Vancouver Island. “Donations from corporations like Target go a long way towards helping the most vulnerable in our community and to inspiring others to give to local charities.”

United Way works to create opportunities for a better life for every person in our community. They focus on helping kids be all that they can be, move people from poverty to possibility, and create healthy people and strong communities.

Staff from Target in Courtenay present a cheque for \$1,000 to Signy Madden, Executive Director, United Way Central and Northern Vancouver Island (front, centre)



United Way Central and Northern Vancouver Island

Since 1958, United Way Central and Northern Vancouver Island (UWCNVI) has been mobilizing collective action to strengthen our community's social support network so that every person has access to the help they need during a crisis and for the long term. Thanks to the hard work and generosity of thousands of community heroes, this year UWCNVI invested in 12 life-changing programs that give hope to almost 3,400 people in the Comox Valley.

Target Corporation

Target® Corporation is an upscale discount retailer that provides high-quality, on-trend merchandise at attractive prices in clean, spacious and guest-friendly stores. Minneapolis-based Target serves guests at 1,924 stores – 1,797 in the United States and 127 in Canada – and at Target.com. Since 1946, Target has given 5 percent of its profit through community grants and programs; today, that giving equals more than \$4 million a week.

For additional information, please contact:

Jenn Houtby-Ferguson

United Way Central & Northern Vancouver Island

PR@uwcncvi.ca

250-713-9849

United Way Central & Northern Vancouver Island

Change starts here

9-327 Prideaux Street Nanaimo, BC V9R 2N4

Central Island: 250 591 8731

Comox Valley: 250 338 1151

Campbell River: 250 287 3213

www.uwcncvi.ca