

For Immediate Release



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

Nanaimo, BC – July 25, 2014 – The Nanaimo 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 Daniel Fraser, Store Team Leader for the Nanaimo Target.

The \$1,000 donation will go towards United Way’s Community Fund that supports 33 programs in the Central Island that give hope to more than 11,000 people, including: 50 teens from disadvantaged families who enjoy activities and learn leadership skills; 300 women facing homelessness who receive housing and emotional support; and 79 seniors who receive free one-on-one counselling for elder abuse.

“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, Campaign and Community Associate 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 Nanaimo present a cheque for \$1,000 to Laura Heikkila, Campaign and Community Associate with United Way Central and Northern Vancouver Island (on right)



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 50 charities and 60 programs in the Central Island, Comox Valley and Campbell River.

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:

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United Way Central & Northern Vancouver Island

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Comox Valley: 250 338 1151

Campbell River: 250 287 3213

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