

For Immediate Release



United Way
Central and Northern
Vancouver Island
Change starts here.

Mid Island Co-op Teams Up with United Way for Change for Change!

Nanaimo, BC – May 20, 2014 – In May and June, change from the coin boxes at Mid Island Co-op’s Gas Stations are giving a boost to United Way’s efforts to help vulnerable children, youth, adults and seniors in our community. The money from coin boxes placed at Mid Island Co-op’s Ladysmith, Nanaimo, Gabriola, Parksville, Whiskey Creek, Chemainus and Salt Spring Island locations will be donated to United Way Central and Northern Vancouver Island to be invested back into effective programs in our community. To top it off, Mid Island Co-op is donating an additional \$500 to United Way.

Susan Urban, Marketing and Community Relations Manager of Mid Island Co-op, confirms that their members “want to support many organizations that build long-term change and capacity in our community. We chose United Way because it has a long history of effective community building in the Central Island.” Today, United Way not only raises money to fund community programs, but also helps to research the underlying causes of social issues to direct resources to programs that address positive change for the long term.

The change from the coin boxes will have a direct impact on two programs on Gabriola. In one program, 50 senior volunteers along with students and other community partners offer a variety of activities and a monthly luncheon to about 100 seniors, most of whom are isolated and impoverished. In the second program, 260 families with children under five enjoy the Mother Goose program, Baby Massage and other activities that help parents bond with their children and that encourage interactions.

“We’re grateful to Mid Island Co-op and to all their customers and members,” said Laura Heikkila, Campaign & Community Impact Associate at United Way. “Believe me, every penny is important to our Community Partners who work so hard to create and deliver powerful programs that serve the most vulnerable in our community.”

Visit the nearest Mid Island Co-op Gas Station near you in Ladysmith, Nanaimo, Gabriola, Parksville, Whiskey Creek, Chemainus and Salt Spring Island. And don’t forget to bring lots of change for change!

Photo attached. Caption for photo:

Susan Urban, Marketing & Community Relations Manager, Mid Island Co-op and Laura Heikkila, Campaign & Community Impact Associate, United Way

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