

FOR IMMEDIATE RELEASE

January 29, 2010

With just 6 days remaining until the United Way's 2009 Campaign comes to a conclusion the finish line is within reach but United Way officials say it will only happen if the community responds NOW. What is needed?

Burlington - \$2,070,675 to date – still needed \$9,000

Hamilton - \$4,641,243 to date - still needed \$218,757

United Way CEO, Len Lifchus noted that the community has a record of generosity with an outpouring of support in aid of natural disasters and international relief. The amount raised to date for Haiti is incredible and we commend the communities for their efforts. This is not a matter of choosing one cause over the other because how can you possibly compare Haiti to Hamilton/Burlington. But we must not lose sight that there are local needs that require our attention and people in need here as well, albeit a different kind of need. Poverty is still an issue in our community, it knows no geographical boundaries. Seniors continue to live in isolation and children's support services are in more demand now than ever before.

United Way asks the community to continue their support to Haiti but also take a moment and a few dollars to help support over 218,000 residents who are the direct recipients of United Way funded programs and services. The 72 agencies that United Way works with are depending on this financial support. During the past year the demand for services has dramatically increased. All that is being asked is that we at least maintain this level of service.

Lifchus says it is quite easy to do. Take 20 seconds to think about how you can make life better for your friend, family member or neighbour. Take 20 seconds to go to the United Way website: www.uwaybh.ca and click on donate now. Take 20 seconds to make a secure online donation. Know that over 218,000 residents will thank you for having taken one minute of your time.

A community is not truly great until it is great for everyone. Help us to make it great for everyone!

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