

## United Way Recruits Stellar Community Leaders

**February 9<sup>th</sup>, 2010 - Calgary, AB** – Bruce March, Chairman, President and CEO of Imperial Oil, and Marie Delorme, President of The Imagination Group, have stepped up to lead United Way's 2010 campaign. As leaders in the community, the Co-Chairs will lend their business expertise to help make the upcoming campaign a success.

"Bruce March and Marie Delorme have very different backgrounds, but are both extremely successful at what they do. We think their knowledge and skills will complement each other well throughout the campaign," says Ruth Ramsden-Wood, President of United Way of Calgary and Area.

Bruce March is Chairman, President and CEO of Imperial Oil Limited. A native of Middleport, New York, he is a graduate of Rochester Institute of Technology. He began his career in the oil industry in 1980 when he joined Mobil Oil at the Buffalo Refinery. He quickly advanced through management assignments in refining and was appointed to his current role in January 2008.

Marie Delorme is President of The Imagination Group, an Aboriginal owned and operated consulting firm working with governments, industry, and Aboriginal organizations on economic development and business issues. Her other companies promote the work and protect the copyright of Aboriginal artists. She is also a PhD candidate at the University of Calgary.

The Co-Chairs will be officially welcomed into their new roles at this year's Spirits of Gold event. Spirits of Gold is hosted by United Way to recognize and award the outstanding accomplishments of the 2009 campaign.

**Media interviews with the new campaign Co-Chairs will be available at the Annual Spirits of Gold Event – February 10<sup>th</sup>, from 9:00 a.m. – 9:30 a.m. in the Palomino Room at the BMO Centre, Stampede Park (\*\*Please note this is a breakfast event this year.)**

United Way's annual campaign runs from September to December. Funds raised during the campaign support several United Way led initiatives, more than 200 programs, and 100 agencies across Calgary and neighbouring communities.

The donations also support United Way initiatives such as: the Poverty Reduction Coalition that works to move people out of poverty; UpStart, which focuses on helping kids grow up great; and, the Aboriginal Pride initiative whose goal is to strengthen Calgary's Aboriginal population.

For more information about United Way, log onto [www.calgaryunitedway.org](http://www.calgaryunitedway.org)

Media Contact:

Kate Smitko

Media Relations Specialist, United Way of Calgary and Area

Cell: (403) 836-0162

E-mail: [kate.smitko@calgaryunitedway.org](mailto:kate.smitko@calgaryunitedway.org)