

MEDIA RELEASE



Media Advisory
February 8th, 2010

United Way Announces its 2010 Campaign Co-Chairs

United Way of Calgary and Area will be announcing its 2010 Campaign Co-Chairs at this year's Spirits of Gold event. Spirits of Gold is an event hosted by United Way to recognize the incredible efforts of the previous year's campaign.

- Who:** All media are invited to meet the 2010 Campaign Co-Chairs
- What:** 2010 Campaign Co-Chairs will be introduced at Spirits of Gold
- Where:** Palomino Room, BMO Centre, Stampede Park
1410 Olympic Way SE
- When:** Wednesday February 10th, 2010
Spirits of Gold is a breakfast event, held from 7:30 a.m. – 9:00 a.m.
Media interviews are available from **9:00 a.m. – 9:30 a.m.**
- Why:** United Way uses community leaders to inspire and lead its annual campaign. It will introduce the 2010 Co-Chairs at the annual Spirits of Gold event. Spirits of Gold is an opportunity for United Way to thank everyone who participated and contributed to last year's campaign. Awards will be handed to out to individuals and corporations that made a significant difference and demonstrated strong leadership.

For more information contact:

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