

MEDIA RELEASE



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“BeCause” a Photo can Capture the Truth

Calgary Youth Expose Urban Concerns

June 3rd, 2010 – Calgary, AB - United Way has improved its 23 35 initiative and in the process changed its name to “BeCause”. The initiative is aimed at engaging individuals in their 20’s and 30’s in community social issues to create positive change.

Today’s exhibit displays the work of the Urban Exposure Project, which was led by **BeCause**. In January the project brought together 17 eager Calgarians; they embarked on a photo journey, where they learned about poverty in our city through the lens of their cameras. This exhibit marks the end of their journey and provides an opportunity to share their art with their peers and the community.

“It’s incredible to see how this project has inspired these participants,” says Ruth Ramsden-Wood, President of United Way of Calgary and Area.

“Their journeys and the art they created have captured some of the key concerns we know exist in our community. This project gives this age demographic an opportunity to engage in a different way, and help us work toward a solution,” she says.



This is the second year for the Urban Exposure Project. Over the last five months the participants engaged in a series of workshops covering topics such as technical photography training, root causes of poverty, and available services in the community. The participants then visited United Way partnering agencies in the community where they learned more about social issues that are in need of group solutions.

They captured the most memorable moments with their cameras and have created unique displays that represent their individual journeys.

There are three ways that this demographic can become involved in their community:

Charitable Giving: Allowing organizations like United Way to help people who are struggling to reach their full potential.

Volunteerism: Nothing is more precious than time. Volunteering provides hands-on learning opportunities that deepen awareness of social issues.

Civic and Community Engagement: Awareness and advocacy are important ways to make a difference in the community.

For more information on the Urban Exposure Photo Exhibit or on **BeCause**, log onto www.calgaryunitedway.org

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