

Capturing the heart of community

United Way's annual Urban Exposure Project focuses on community

June 2, 2011 – Calgary, AB – Earlier this year, 15 aspiring amateur photographers looking to become more aware of their community began their journey. The third annual Urban Exposure Photo Exhibit, held at Gerry Thomas Gallery, captured their experiences through imagery as they ventured across the city.

Since January, participants between the ages of 20 to 40, engaged in a series of tours, volunteer experiences and workshops, where they learned about *Community* in Calgary and its effect on each and every Calgarian. Through photography training, participants were given the tools they needed to document their experiences and express what they learned through photos.

“This event celebrates community spirit and encourages people to learn about their community and become more involved,” said Rhiannon MacDonnell, Past Co-Chair for United Way of Calgary and Area’s BeCause initiative. “We watched these participants take photo after photo and piece together a story reflective of community in Calgary.”

Participants celebrated amongst their peers to mark the culmination of the Urban Exposure Project, months of dedicated work, and to recognize the importance of civic engagement.

“The ultimate purpose of the exhibit is to spark conversation and motivate Calgarians to take part in creating positive social change,” MacDonnell added. “They worked extremely hard to mount a remarkable photography exhibit in the spirit of community and deserve to be celebrated.”

The photo exhibit also gave BeCause an opportunity to thank its generous supporters, ARC Resources Ltd. and United Way of Calgary and Area, and thank the participants who went above and beyond to make this exhibit a success.

“There is so much more to community than we often realize and this exhibit is but a lens into some of the amazing things that makes this city so great,” MacDonnell said. “It was an opportunity for participants to share their learning’s and appreciate that community is not something that happens to you, it is something you participate in.”

The Urban Exposure Photo Exhibit is part of United Way’s BeCause initiative, which engages 20 to 40 year-olds to work together to understand social issues and actively create positive social change.

The BeCause initiative leverages the potential of our youth and empowers the next generation of Calgarians - our future leaders and young professionals to engage in community through charitable giving, volunteerism, and civic and community engagement. The Urban Exposure Photo Exhibit is one of the many ways BeCause supports civic and community engagement in our city.

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



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