



**United Way**

**Calgary and Area**

United. Building a great city for everyone.

December 12, 2014

## MEDIA RELEASE

### **Do Gooder Gilmore Junio on the Hunt for Do Good Deeds**

*United Way & the Flames Foundation for Life unite for December 16<sup>th</sup> Flames Game*

CALGARY – Tuesday, December 16<sup>th</sup> marks the sixth\* annual Calgary Flames game in support of [United Way of Calgary and Area](#).

This December, United Way is challenging all Calgarians to do one good thing for someone else before the end of 2014- and share it using the hashtag #DoGoodYYC. **United Way Do Good Ambassador, Olympic speed skater Gilmore Junio, will be attending the game and sharing Do Good deeds from the Scotiabank Saddledome on United Way's social media channels.**

Something as simple as the following could have Gilmore recognizing your Do Good efforts:

- Holding the door for other Flames fans
- Purchasing a 50/50 ticket in support of United Way
- Not booing the refs' bad calls

United Way's focus on local Do Gooders shines through in the work of the Flames Foundation for Life. "Our partners at the Flames Foundation for Life are all do-gooders," says Dr. Lucy Miller. "They are always looking for opportunities to support and strengthen our local community." The Flames Foundation for Life has invested over \$130,000 in the community through United Way with their 50/50 proceeds and other initiatives. It is United Way's focus on creating a better community for all that makes it one of the few organizations to receive such comprehensive in-game support from the Flames Foundation for Life.

United Way of Calgary and Area drives social change in three focus areas: poverty, kids and communities. Since 1940, United Way has supported agencies that assist vulnerable Calgarians. Today, United Way invests in programs and collaboration that tackle root causes of social issues, connecting Calgarians with opportunities that help them flourish.

For more information or to arrange an interview with Gilmore Junio, please contact:

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**Do Good Challenge hashtag: [#DoGoodYYC](#)**

*\*There was no United Way & Calgary Flames partnership game in 2012 due to the NHL lockout.*