



September 6, 2018

Something unignorable is coming

United Way Campaign Kickoff Marches for Local Good

CALGARY, AB: On September 6th Stephen Avenue will be teeming with agencies, corporations, partners and the public drawing attention to the social issues facing our community as United Way kicks off its annual campaign. This family-friendly event begins at 11:30 a.m. with a march down Stephen Avenue, followed by a celebration at Olympic Plaza featuring musical entertainment and a complimentary lunch provided by Rotary Clubs of Calgary.

Campaign Kickoff is an opportunity for the Calgary community to come together in support of improving lives locally through the power of communities. Signifying the beginning of Calgary's largest annual fundraising campaign, this year's event draws attention to how everyone can #dolocalgood to help solve the #unignorable social issues in our community.

Thanks to Pembina Pipeline Corporation for sponsoring this year's Campaign Kickoff event.

Who: Karen Young, president and CEO, United Way of Calgary and Area
Dave Kelly, board of directors member, United Way of Calgary and Area
Noralee Bradley, 2018 campaign co-chair, United Way of Calgary and Area
David Smith, 2018 campaign co-chair, United Way of Calgary and Area
Jason Hatcher, chair, board of directors, United Way of Calgary and Area
DJ Shub, Juno Award-winning Indigenous artist

What: Photo/video and interview opportunities

When: Thursday, September 6

Where: There are four key opportunities for photos/video:
11:00 a.m. – Meet at 5 St. SW and 8 Ave. SW as participants gather
11:30 a.m. – Participants march down Stephen Avenue to Olympic Plaza
12:00 p.m. – Brief program, interactive moment, celebration in Olympic Plaza
12:30 p.m. – Media interviews available with Karen Young, Noralee Bradley, David Smith, and Jason Hatcher

www.calgaryunitedway.org/kickoff

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United Way of Calgary and Area brings together donors, corporations, agencies, and government to solve complex issues and improve the lives of more than 150,000 people every

year. Since 1940, United Way has supported agencies that assist vulnerable Calgarians. Today, United Way invests in programs and collaborations that tackle root causes of social issues to help people overcome poverty, set kids up for success, and build strong communities.

For more information:

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