

September 11, 2018

FOR IMMEDIATE RELEASE

THINK BIG. THINK LOCAL. THINK CHANGE.

SUDBURY, ON – Think Big. Think Local. Think Change. That was the overarching theme of today's United Way Centraide North East Ontario/ Nord-est de l'Ontario annual campaign launch at the Northern Water Sports Centre. With an enthusiastic crowd of supporters including businesses, organizations, volunteers, community leaders, and funded partners, Karen Hourtovenko, the 2018 Campaign Chair, joined by the Campaign Cabinet, Board of Directors and staff focused on the future and the tremendous opportunities to make our community a better place to call home.

"As a community, we have an opportunity to help one another. United Way believes in a community where everyone can succeed. I share in that vision," said Hourtovenko. "I have seen first-hand and been touched by the stories of those who have been supported by the programs and services funded by United Way, and for many kids and adults, their lives have been forever changed."

For over 36 years, United Way has worked alongside citizens and built strong partnerships with businesses, government, labour, education and health institutes to raise funds to help address and alleviate community needs.

"Serious social and economic barriers including poverty, social isolation, and a lack of resources and supports for youth, make it difficult to get ahead. Our communities' greatest asset is our people and our ability to support one another. Last year, we came together as one entity, United Way Centraide North East Ontario to better serve our community. Today, we continue that work with the goal of impacting even more lives," said Michael Cullen, Executive Director.

United Way prioritizes community needs and invests in local programs and areas proven to be foundational building blocks of healthy lives and communities. "Our targeted, local approach is improving access and availability of the resources needed to revitalize and strengthen neighbourhoods, helping people transition from a life of poverty and helping kids reach their potential. I want you to know that your investment powers change in our communities," said Cullen.

Patrick Brouzes, President of the United Way Centraide North East Ontario Board of Directors, added, "Behind the statistics are real people. They are family, friends, neighbours and co-workers. They're our 'why'. I'm proud to be a part of an organization that provides smart and simple ways to invest in the community we all call home."

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We are pleased to introduce the 2018 Campaign Cabinet:

Campaign Chair: Karen Hourtovenko, LifeZone Inc and High Rise Group
Campaign Vice Chair: Alex Freedman, Laurentian University
2nd Vice Chair: Julie Zulich, TESC Contracting Company Ltd.
Past Campaign Chair: Kevin O'Connor, RBC Wealth Management
Sheena Alexander, MLA Law: Moutsatsos Lkkaso Alexander LLP
Jay Baxter-Derro, Black Rock North Media
Linda Boyd, United Steelworkers Local 2020
Tracey Gosnay, Yoga Revolution Sudbury
Sam Guillemette, Investors Group
Karen Hastie, Akfit The Authority in Fitness
Mike Ladyk, 3rd Line Studio
Norm Legault, Legault Electric
Sue Lekun, PACE: Partners in Achieving Change Excellence Inc.
Leanne Lewis, Royal Lepage North Heritage Real Estate
Marett McCulloch, CTV Northern Ontario News
Scott McCulloch, Cambrian Ford
Kerri Michelutti, Home & Haven Design Studio
Jessica Penteris, Rogers Digital Media
Mike Penwarden, TD Canada Trust
Lynne Raven, SunLife Financial
Terri Rinta, United Steelworkers Local 2020
Lana Watier Keystone Real Estate Inc. Brokerage

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