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For Immediate Release

## The Regional Municipality of York launches 2009 staff campaign in support of United Way of York Region

*Regional staff hope to raise \$250,000 for more than 100 community programs*

**NEWMARKET** – The Regional Municipality of York and York Regional Police today launched its 2009 staff campaign in support of the United Way of York Region with an overall fundraising goal of \$250,000.

“We are striving to make this year’s campaign our most successful one yet,” said York Region Chairman and CEO Bill Fisch. “With many more people in York Region turning to United Way programs as a result of the recent economic recession, I am confident our staff will continue to give generously to help

Last year, Regional raised more campaign.

From left: York Regional Police Deputy Chief Bruce Herridge, York Region Chairman and CEO Bill Fisch, Transportation Services Commissioner Kathleen Llewellyn-Thomas, United Way of York Region CEO Daniele Zanotti



others within our community.”

The Regional Municipality of York and York Police surpassed its \$225,000 goal and than \$238,000 for the 2008 United Way

“This is a cause York Region employees are enthusiastic about because we feel we are making a real difference in the lives of individuals and families in need across York Region,” said York Region Transportation Services Commissioner and United Way Campaign Co-Chair Kathleen Llewellyn-Thomas. “Giving to the United Way of York Region and participating in campaign fundraising activities is an important part of our employee culture.”

“The families and individuals who benefit from the United Way campaign are our neighbours,” said York Regional Police Deputy Chief and United Way Campaign Co-Chair Bruce Herridge. “The United Way helps create hope and opportunity for all of our citizens and makes York Region one of the best places to live.”

In 2008, York Region’s campaign received the Community Fund Spirit Award for raising the most money for the United Way of York Region Community Fund.

“York Region and York Regional Police employees consistently provide exceptional support for the United Way and our many programs and agencies,” said Daniele Zanotti, Chief Executive Officer of the United Way of York Region. “I again look forward to working with York Region in making this year’s staff campaign an incredible success.”

York Region employees are encouraged to support the United Way through automatic payroll donations and by participating in numerous fundraising events. This year’s events include:

- A three-pitch baseball tournament being held on Friday, September 18<sup>th</sup>
- Ubid2Give, an online silent auction for Regional employees
- The 15<sup>th</sup> Annual United Way Craft & Gift Sale being held on Thursday, November 26<sup>th</sup>

For more information on The Regional Municipality of York, please visit [www.york.ca](http://www.york.ca)

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