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For Immediate Release

United Way Will have to Cut Programs if Goal not Achieved

Belleville, ON: In a bold statement before they break for the holiday season, United Way of Quinte's Executive Director, Julia Gosson reminded the community that, "if we don't hit our goal, the harsh reality is that essential programs and services will have to be cut. That could include food, shelter, and transportation services as examples." The local United Way currently funds more than 80 programs in 50 health and social service agencies throughout Hastings and Prince Edward Counties. "The basic needs of life are at risk here," implored Gosson, "so please give generously."

In these tough economic times, the social service sector is feeling the pressure and is reaching out to United Way in greater numbers. "We've received requests for 15 new programs and \$300,000 more than what we're currently funding. We can't afford to not reach our goal when the demand is at an all time high", said Gosson.

The campaign currently sits at 85% of the \$1,650,000 target with funds in to date just over \$1.4 million. The appeal runs until January 22nd, and tax receipts can be issued for 2008 for anything dated December 31st or earlier. Some events are planned for early in the New Year: The Belleville Bulls will be passing the hat at the January 10th home game; Procter & Gamble will hold a small Tide and Downy product sale for the community on Jan 15th at the Quinte Sports Centre parking lot in Belleville; and the North Hastings Warehouse Sale will be held January 31st at the Public Works yard in Bancroft.

For more information on any of these events, or to contribute or pledge to the current campaign, please call 613-962-9531.