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For Immediate Release

United Way of Quinte Hits the Jackpot!

Belleville, ON: United Way of Quinte announced their 2008 campaign achievement total at a ceremony held Thursday evening at the Belleville Legion. The audience, which was filled with over 300 revellers, was comprised of volunteers, funded agencies, local dignitaries and donors, all of whom burst into applause as the final figure was revealed - **\$1,652,543**.

Jack Miller, City Councilor and UW Director, announced the total as if he was calling out the winning numbers in the lottery. "That's what it feels like," said Executive Director, "like we've won the lottery." The local United Way has struggled with their fundraising efforts this year, losing more than \$100,000 in revenues as a result of plant closures and layoffs in companies that run workplace campaigns. But an unwavering commitment by volunteers and staff who just refused to quit, led to a recruitment strategy that blitzed the private sector in the past few weeks.

More than 100 new companies were asked to run workplace campaigns or donate corporate funds to help make up the shortfall from the \$1,650,000 goal. "The response has been overwhelming," said Campaign Chairs, George & Betty Beer, "everyone is doing their part to help out. The staff and volunteers have been working on overdrive to pull it all together."

"During tough economic times when more people draw on the programs and services funded by United Way, it's comforting to know that not only will we be able to maintain our current level of funding, but we'll actually be able to increase it," said Gosson.

The organization also recognized outstanding volunteers and donors with the distribution of spirit awards in 11 different categories.

Funding decisions will be finalized by the end of February to disperse the monies raised in this campaign.

For more information please call Julia Gosson at 613-962-9531.