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For Immediate Release

United Way Ambassador at Quinte Mall

United Way of Quinte and the Quinte Mall are excited to launch their pilot project, the United Way Ambassador. The new position will operate out of the Guest Services kiosk located near Shopper's Drug Mart; and while the individual will provide the traditional services related to the Quinte Mall such as gift cards, free stroller and wheelchair rentals, and store directions to name a few; they will also be well versed in United Way and their funded programs and will be able to provide information and referrals about local agencies.

"It's a very tangible way of bringing "community" in to the facility", said General Manager, Greg Taylor. There are 13 brochure slots dedicated to UWQ's funded agencies; which will provide information on a rotating basis about the 80+ programs they support throughout Hastings & Prince Edward counties. There will also be a computer dedicated to the project so if an inquiry was made about a specific need or any non-profit organization, the Ambassador can easily access information over the internet. "We envision high school students asking where they might volunteer and the UW Ambassador calling up the Volunteer & Information Quinte website to show them their options and referring them on. Or we could see a new Mom asking about parent support groups or Mommy & Me classes being referred to a host of available options in the community", said Taylor.

"We are thrilled to have this opportunity", said Executive Director, Julia Gosson, "the visibility and extended hours we will gain with this secondary location are invaluable." The centre is open 7 days a week and more than 4 million shoppers pass through the doors annually. The kiosk will be equipped to accept donations and to sell tickets to United Way events such as the Starlight Film Festival and Casino Royale.

The pilot, which has been softly rolling out over the past 6 weeks and which will end in April 2009, has no expenses for United Way. This is just one more example of the strength of the partnership between the 2 organizations, and the generosity of the Quinte Mall. This past May the Mall donated land on their property to erect a monument to recognize UWQ's 50th anniversary, they host the annual Campaign Launch, providing a full breakfast to 200+ attendees, and they will host a gala on March 28th, 2009 to celebrate the 50th milestone. "We can't thank them enough for their commitment to this community and to United Way", said Gosson.

The position will be jointly managed and has been filled. Krysten Trenholm joins the team this week. "We are very pleased to welcome Krysten as our United Way Ambassador at Quinte Mall. This is a great partnership and we hope everyone comes to the mall to visit our Guest Services kiosk and learn about United Way of Quinte and their funded agencies," said, Martha Farrell, Marketing Director. Consideration will be given to making the position permanent in April 2009.

For further information please contact either Martha Farrell 968-3571 or Julia Gosson 962-9531.