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For Immediate Release

### **United Ways Version of the Golden Girls**

**Belleville, ON:** United Way of Quinte launched their latest fundraising endeavour today in grandiose style. The media was asked to await the arrival of a big announcement at Sears Distribution Centre at 500 College St East in Belleville. The local fundraiser did not disappoint as they pulled up to greet the press in a 1958 Ford Edsel, driven by Belleville resident Doug Boomhower. Two young United Way staffers, Sara Marlin & Amy Johnston, exited the vintage car dressed head to toe in gold with a time capsule in hand for Sears Manager, Martin Queen.

The Golden Girls delivered these unique packages to local corporations throughout the entire day. Each time capsule contained miniature versions of pop culture items from 1958, the year the local United Way was born. Some examples include a hula hoop because it was launched in 1958, a chess piece because Bobby Fisher won his first U.S. chess championship at age 14 in that year, Elvis was drafted in 1958 so a mini green army man was included, Candid Camera was all the rage on TV so a small camera shooting disappearing ink was inside, and of course Ford launched it's infamous Edsel which was the showcase piece in the time capsules. They also contained a Save the Date card inviting the corporate supporters to a Gala Evening in honour of UW of Quinte's 50th anniversary.

The event will take place on Saturday, March 28th, 2008 from 7pm-1am at the Quinte Mall. The 350 attendees will be treated to an entertaining evening which will include a walk through time, decade by decade, focusing on the fashion, the music and of course the commitment of United Way of Quinte. There will be live and silent auctions with Boyd Sullivan, one of a kind art pieces, The Far Side will perform, Sans Souci will cater the full sit-down dinner and as of press time, the final logistics were being confirmed to bring an Olympic gold medalist to town as the inspirational guest speaker.

Marketing Director, Martha Farrell was excited by the challenge of turning the shopping centre in to a magical venue for this gala, "This is the first time the Quinte Mall has hosted an event such as this and we are thrilled to continue to celebrate the 50th anniversary with the United Way."

While UW supportive corporations are being encouraged to buy tables of 10, individuals are more than welcome to purchase tickets at \$100 each and can pre-order by calling 613-962-9531. Executive Director, Julia Gosson, noted that, "this is our first foray in to a sit down dinner type of function and we don't intend on making it an annual event. There are plenty of other black tie galas held by other wonderful charities that we do not wish to encroach upon, but we also wanted to take the opportunity to celebrate the successes of the agency, staff and volunteers by recognizing this milestone in a big way." Over the past 50 years United Way of Quinte has raised more than \$23.1 million through their annual appeals and has invested those funds in to health and social service programs throughout all of Hastings & Prince Edward counties.