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For Immediate Release

50 is a Golden Number for United Way of Quinte!

Belleville, ON: United Way of Quinte launched their 50th anniversary fundraising campaign at a breakfast event held earlier today at the Quinte Mall. The morning was filled with historical reflection and honored past Campaign Chairs that were in attendance. The archives had been opened up and many photographs and memorabilia were on display for the 250 supporters who enjoyed the trip down memory lane.

Current Campaign Chairs, George and Betty Beer, addressed the crowd "We're so proud to have been asked to chair the 50th anniversary campaign. We've supported this organization since its inception, as donors and as volunteers and we hope you all join us in making it a golden year!" George Beer is best known for his service as a municipal councillor for 25 years in Belleville, Thurlow and Hastings County, and his many volunteer positions throughout the community such as Children's Aid Society, Moira River Conservation Authority and Thurlow Firefighters to name just a few. Betty, a 30 year veteran of Nortel Networks, is also well known for her outstanding volunteer commitment, having worked with Adopt a Child, Nortel Pioneers, and the Canadian Cancer Society among many, many others.

The Beers, along with their Campaign Cabinet of community volunteers, announced the 2008 fundraising goal. After a series of individual statements and challenges issued to different sectors of the community, the cabinet announced in unison, "We believe, together, we can raise \$1,650,000!" Last year the local United Way raised \$1.6 million which is currently funding more than 80 programs in 50 health and social service agencies throughout Hastings & Prince Edward Counties.

Awards were distributed to 16 local companies for the national Thanks a Million program. Thanks a Million recognizes the corporations, employers and Labour organizations that have facilitated their employees or members raising \$1 million or more in 2007 for United Ways across the country.

Executive Director, Julia Gosson, announced an exciting new initiative in partnership with a well known local philanthropist. The Maurice Rollins Leadership Challenge Fund will provide a matching grant for any new individual leader, or any existing leadership giver who increases their donation by 10% or greater. A leadership gift is an individual donation of \$1,000 or more. The fund will match up to \$25,000 in contributions. Therefore as an individual donor you can double the impact of your donation. "Mr. Rollins personifies leadership in every sense of the word and we're extremely grateful for his continued commitment to the Quinte region", said Gosson. "This innovative program will allow us to leverage his gift to generate \$50,000 in new money."

To make a contribution to the campaign or to find out more details on this year's special events, please call 613-962-9531 or visit www.belleville.unitedway.ca