



November 10, 2017

For immediate release

United Way Hastings & Prince Edward reaches 34% of their campaign goal

Hastings & Prince Edward Counties, ON: United Way HPE announces that we have reached **34%** of our \$1,970,000 goal. We have had a number of really busy weeks and some workplace campaigns around the community are starting to wrap up. Just this morning we were at the 8 Wing Pancake breakfast, which is one of the final events of their campaign. We are so appreciative of the wonderful relationship we have with our local men and women in the Canadian Military through 8 Wing Trenton, and took some time to thank them last week. We are also so excited that they have sponsored the exclusive ExecuTrek opportunity for the Bootlegger's Bash auction, presented by McDougall Insurance and Financial. **The November 18th event at Signal Brewery is on track to be sold out !**

This week in particular, we think of the men and women of the Canadian Military, past and present. United Way HPE will be on hand to lay a wreath of remembrance at the Cenotaph in Quinte West Nov. 11th, as we pay tribute to those who sacrificed for all of us. It's particularly fitting as 8 Wing starts to wind up their UW campaign, coming together in support of their local community, as they do for our nation each day. Last week we presented them with a large thank you card signed by our funded agencies and community partners. Photo L-R: Chief Warrant Officer Troy Zuurro, MMM, CD (8 Wing Trenton Chief Warrant Officer), Major Christopher Hepburn, CD (GCWCC Chair), and Mr. Maurice Rollins.



There are still some tickets available for our Bootlegger's Bash event and we are excited to have McDougall Insurance and Financial on board as presenting sponsor. We have also been receiving a number of amazing silent auction items from local community businesses, items that would make incredible gifts for someone or to treat yourself! Through our partnership with 8 Wing Trenton we are so excited to be able to offer one pass for the ExecuTrek experience. The ExecuTrek Program gives professionals a first-hand view of the quality of military training and the benefits that employers can gain from that training – trade skills, general work and management skills, values, work ethics and much more. This is an exclusive, invitation only opportunity which will be available for bidding at our November 18th event. (photo credit - <http://www.forces.gc.ca/en/business-reservist-support/events-executrek.page>)

About United Way Hastings & Prince Edward

United Way Hastings & Prince Edward provides leadership in a collaborative manner with our Funded Agencies and others to increase the capacity of our community to respond to human services needs. Supporting 1 in 3 people in our local community through the 37 agencies and over 75 programs we help fund. We believe our community is a great place to work, live and play because all citizens, through the caring and generosity of its members, have equal opportunities and access to human services and development.

For more information on United Way Hastings & Prince Edward or to donate, visit unitedwayhpe.ca or search United Way Hastings & Prince Edward on Facebook or Twitter.

###

Media Contact: Jodi Cooper, Marketing and Digital Communications Manager, jcooper@unitedwayhpe.ca or (613) 962-9531 ext.22
 You can also reach Kathy Murphy, directly after hours 647-620-5540