



**United Way**  
Hastings &  
Prince Edward  
unitedwayhpe.ca

# Media Release

December 4, 2017

For immediate release

## **United Way Hastings & Prince Edward and Belleville Senators United Against Poverty**

**Hastings & Prince Edward Counties, ON:** United Way Hastings & Prince Edward and the Belleville Senators will launch a special challenge to community leaders to join us in uniting against poverty in Hastings and Prince Edward counties. Since 2008, Maurice Rollins has challenged leaders to contribute \*\$1000 to the United Way Campaign and see their donations matched 100%.

As a community leader, Mr. Rollins understands the reach of the United Way. He recently noted that “by giving to the United Way, the money stays local and supports many important causes...” To date, Mr. Rollins has committed a half of a million dollars to the United Way, creating a community impact that is not only impressive, but far reaching in a large, diverse region addressing both urban and rural social and health challenges.

To draw attention to the challenges in fundraising within this competitive environment, the Belleville Senators have agree to help the community, but taking this challenge one step further. The Belleville Senators are challenging you to become a leader and participate in the 2018 exhibition game with their club: “The Challenge Against Poverty”. Here local donors in the leadership category will face off against the Sens for an exciting exhibition game in the new year, while contributing to the reduction of poverty for the thousands in need right here in Hastings and Prince Edward. “We hope to get at least 25 new leaders through the challenge.” Says Kathy Murphy, Executive Director. “This will allow us to double the impact, and make up for the shortfall that may mean some programs go unfunded this year.” Added Murphy.

### **Announcement Details:**

Wednesday, December 6<sup>th</sup>, 2017

11:30 am – 12:00 pm

Yardmen Arena, 265 Cannifton Road, Belleville, ON.

*\*Two years ago, United Ways across Canada changed their leadership categories from \$1,000 to \$1,200. This year gifts of both 1,000 or 1,200 will qualify as leadership gifts given this is a “bridging” year.*

### **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](http://unitedwayhpe.ca) or search United Way Hastings & Prince Edward on Facebook or Twitter.

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Media Contact: Jodi Cooper, Marketing and Digital Communications Manager, [jcooper@unitedwayhpe.ca](mailto:jcooper@unitedwayhpe.ca) or (613) 962-9531 ext.22, after hours Kathy Murphy, Executive Director, 647-620-5540