



**United Way**  
Hastings &  
Prince Edward

*1958 - 2018 60 years*

**Improving Lives Locally**

June 6, 2018

For immediate release

**United Way Hastings & Prince Edward Challenges YOU in their #UW60for60 Campaign**

Launching to coincide with our Day of Caring events on June 26th, 2018, United Way HPE and the Quinte Mall #UW60for60 community challenge looks to expand the impact of generosity and help us mark 60 years of Improving Lives Locally. We're asking community leaders, businesses, organizations, and individuals to challenge each other to take part in small acts of community generosity between June 26th and July 26th.

The #UW60for60 challenge asks participants to choose a task that will take either 60 seconds or 60 minutes and will make their community a better place. It can be something simple, such as cleaning a trash-ridden area of the community or helping a neighbour lift a heavy object.

Community members who post their commitment or challenge using the #UW60for60 hashtag on Facebook, Twitter or Instagram between June 26th and July 26th and automatically be entered to win one of four gift cards to the Quinte Mall. For full details please see [www.unitedwayhpe.com/](http://www.unitedwayhpe.com/) (complete link once available)

Leading up to the launch of the #UW60for60 campaign United Way HPE staff members will be posting their own commitments and challenges, including a challenge to the Quinte Mall for June 26th. The Quinte Mall will also be asking the community for suggestions for their June 26th activities dedicating the whole day to #UW60for60 and Day of Caring.

"60 for 60 provides an excellent opportunity to people to practice an act of love and kindness to a friend, neighbor, or stranger," said Kathy Murphy, United Way HPE Executive Director. "The idea is that our community's are stronger, more successful, and prosperous when we care for one another, and reach out to give a bit of ourselves to those who most need it."

**About United Way Hastings & Prince Edward**

United Way Hastings & Prince Edward is now in it's 60th year of providing leadership in a collaborative manner with our Funded Agencies and others to increase the capacity of our community to respond to human services needs. We continue to support 1 in 3 people in our local community through the 37 agencies and over 75 programs we help fund.

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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