

# United Way Perth - Huron

## ***For Immediate Release***

From: The United Way of Perth-Huron  
32 Erie Street, Stratford ON N5A 2M4  
519-271-7730 – phone 519-273-9350 – fax

Photo Opportunity  
All Media Invited

(Stratford, ON):

**Rooftop event to be final push for United Way campaign. United Way invites the community to participate and be as generous as you can.**

As we close in our goal of 801,068 our campaign needs a boost! United Way Campaign Co-chair Diane Mitchell and staff members Benita Rooney & Ellen Balmain have committed to 24 hours on the rooftop of SJ Mitchell Professional Corporation offices on February 18<sup>th</sup> & 19<sup>th</sup>. To help us kick-off this event Co-Chair Steve Mitchell, Mayor Dan Mathieson and MPP John Wilkinson have offered to join these determined ladies on the rooftop.

How can you get involved? It's simple. First, nominate your boss. Second, collect pledges from your workmates, your neighbours, family and friends. Every \$500 in pledges collected earns an hour on the brisk and blustery rooftop with our rooftop team. It's easy to give back. Just call Benita at the United Way to let her know you want to '*Send your boss to the rooftop*' and she can send you a nomination form.

"We are thrilled and honored that Diane and Steve Mitchell are braving the elements to help us cross the finish line and reach our goal," states Ellen Balmain – Executive Director. "It is a testament of how committed they both are to our community. That they realize how important it is for our United Way to have, at the very least, the same amount of dollars as last year to allocate and invest in our community."

Media is invited to attend the pre-event photo opportunity with the Mayor, MPP and other participating dignitaries. Come join the excitement and help us promote this event:

**Where:** SJ Mitchell Professional Core rooftop 186 Ontario St.  
**When:** Friday Feb 12<sup>th</sup>, 3:30 pm or during the rooftop event:

**Where:** 7am-7pm Feb 18<sup>th</sup> & 19<sup>th</sup>

For more information, please call The United Way of Perth-Huron 519-271-7730.

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