

**MEDIA RELEASE**

**For Immediate Release: Friday November 1<sup>st</sup> 2019**

**United Way celebrates 60 years of Local Love.**

His Worship Mayor Charlie Clark and Saskatoon City Council has proclaimed November 2019 United Way month in Saskatoon. On November 1, 2019 United Way of Saskatoon and Area will honour this proclamation with a flag raising at Civic Square at 11:00am followed by a short presentation by United Way CEO Shaun Dyer.

United Way of Saskatoon was founded in 1959 when business, labour, and community leaders joined together to create an organization focused on create a better place to live for everyone. That year they raised \$313,354.

Through community support United Way has raised over \$119 million dollars in the past 60 years and has strategically invested in helping kids be all they can be; moving people from poverty to possibility and building a stronger community in order to make the largest impact possible to create long-term sustainable change.

*“For 60-years, United Way has been a landmark of collaboration, hope, and community change in Saskatoon. The United Way flag at the centre of our city draws attention to #UNIGNORABLE issues like poverty, mental health, and housing insecurity. It’s a symbol of focus and determination to solving these issues together through acts of local love.”* Shaun Dyer, CEO, United Way of Saskatoon and Area

This year United Way is bringing awareness to the many ignored or hidden issues in our city including homelessness, hunger, mental health, unemployment, education inequality, social isolation and domestic violence making them #UNIGNORABLE and impacting the lives of vulnerable people who are struggling.

For more information on this event please visit [www.unitedwaysaskatoon.ca](http://www.unitedwaysaskatoon.ca).

- 30 -

*For more information, please contact:*

Nicole Mulenga-Woo, Coordinator, Marketing and Communications

P: 306-717-1361 | Day of Event: 306-717-1361

E: [nmulenga-woo@unitedwaysaskatoon.ca](mailto:nmulenga-woo@unitedwaysaskatoon.ca)

**United Way** of Saskatoon & Area

100-506 25th Street East, Saskatoon, SK S7K 4A7

P : 306-975-7700 | F : 306-244-0583 | E : office@unitedwaysaskatoon.ca

[unitedwaysaskatoon.ca](http://unitedwaysaskatoon.ca)