



## NEWS RELEASE

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### NEWS RELEASE

For Immediate Release

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## UNITED WAY KICKS OFF CAMPAIGN IN A BOX – MOBILE STYLE

**CAMBRIDGE, ONTARIO - September 13, 2010** — This morning, the United Way of Cambridge and North Dumfries kicked-off their 2010 fundraising campaign at Franklin Self Storage at 1245 Franklin Blvd. As well as announcing their fundraising goal of \$2,680,000 (2% higher than last year's achievement of \$2,620,463), they also kicked-off "Brian in a Box – Mobile Style", a week long fundraising event involving, Brian West, the morning show co-host from Brian and O'Brien at 107.5 Dave FM.

Those in attendance enjoyed a free Tim Horton's (Franklin @ Pinebush location) breakfast, listened to comments from both Sara McLennan, VP Marketing and Broker Services, Gore Mutual Insurance Company, and 2010 Volunteer Campaign Chair for the United Way of Cambridge and North Dumfries, and Brian West from Dave FM, and watched as the United Way's Campaign Cabinet revealed their campaign goal.

Sara McLennan encouraged supporters present to LIVE UNITED during the campaign, "Underneath everything we are, underneath everything we do, we are all people. Connected, interdependent, UNITED. And when we reach out a hand to one, we influence the condition of all. That's what it means to LIVE UNITED."

McLennan also explained that donations to United Way are critical to, "help those who can use skill upgrading to ensure equal opportunity employment, ensure families can access counselling to guide them through challenging situations and strengthen their family relationships, ensure children have mentors in their lives to provide positive role models, and ensure a safe place for newcomer youth to celebrate different cultures, build friendships, and feel involved in the community."

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## **UNITED WAY KICKS OFF CAMPAIGN IN A BOX – MOBILE STYLE**

In his second attempt to raise awareness and donations for the United Way, West became “Brian in a Box – Mobile Style”. For the next 5 days (September 13 – September 17), West will be living in a 8’ by 12’ mobile storage unit (MOBILE store all), donated by Franklin Self Storage, at five different locations throughout the city. The locations are in order: NAPA AUTO PARTS, Tim Horton’s (Franklin and Pinebush), Cambridge Honda / YMCA, Patio Enclosures, and 107.5 Dave FM.

Without the normal amenities of life that most people enjoy, Brian encourages people to stop by, and check out his sparse living quarters and make a donation to the United Way. Donors are encouraged to make their donations by cheque to the United Way of Cambridge and North Dumfries, or to phone in their donation to the United Way office 519-621-1030.

West explained to the crowd his reasons for doing “Brian in a Box – Mobile Style”, “Last year’s experience was a great way for me to understand the needs in this community, meet some of its members, and support a great cause. This year, I hope to do even better! Most of us are used to coming home eating in our kitchen, watching some TV, then going to bed, and it’s easy to forget how fortunate we really are. Many people in our very own community don’t have this luxury. They may have to live in an area that’s only the size of my storage unit or they may not have anywhere to live at all.”

West continued, “The Mission of the UNITED WAY is **to help improve lives and build community**, and that’s what we’re here to help achieve. As tight and mobile as my living quarters may be for the next week, I’m really looking forward to meeting more people in this caring community as they come by to donate to such a fantastic cause. One of the UNITED WAY’S value’s is **to Encourage and promote volunteerism and volunteer leadership**. And I’m happy to show my support to this community, and volunteer my time for the week, as I live in this box.”

Kick-off event sponsors were Franklin Self Storage, 107.5 Dave FM, and Tim Hortons (Franklin and Pinebush location).

This year’s campaign runs from September 13 to November 19, 2010.

### **About United Way of Cambridge and North Dumfries:**

United Way is a volunteer-driven organization committed to matching community resources to pressing local issues, such as neighbourhoods in poverty, and children and youth. Further information about United Way of Cambridge and North Dumfries is available at <http://www.liveunited.ca>

### **About 107.5 Dave FM:**

107.5 Dave FM is owned by **Corus Entertainment Inc.**; a Canadian-based media and entertainment company. Corus is a market leader in specialty television and radio with additional assets in pay television, advertising and digital audio services, television broadcasting, children’s book publishing and children’s animation. The company’s multimedia entertainment brands include YTV, Treehouse, W Network, CosmoTV, VIVA, Movie Central, HBO Canada, Nelvana, Kids Can Press and radio stations including CKNW, CKOI and Q107. Corus creates engaging branded entertainment experiences for its audiences across multiple platforms. A publicly traded company, Corus is listed on the Toronto (CJR.B) and New York (CJR) exchanges. Listen to a live stream of the Tri-Cities Best Rock – 107.5 Dave FM at [www.davefm.com](http://www.davefm.com). Experience Corus on the web at [www.corusent.com](http://www.corusent.com).