

## NEWS RELEASE

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### **NEWS RELEASE**

For Immediate Release

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### **SUDS EXPRESS AND JIFFY LUBE FRESHENING UP FOR UNITED WAY**

**CAMBRIDGE, ONTARIO, 26 May 2011**– For the month of June, Suds Express and Jiffy Lube, located at 515 Hespeler Rd., will once again be collecting \$2 donations from patrons in exchange for an air freshener. Last year their efforts raised \$3,648 for United Way of Cambridge and North Dumfries. This year, their goal is \$4,000.

This is the fifth year that Suds Express and Jiffy Lube are undertaking this fundraiser for United Way. “The support of organizations like Suds Express and Jiffy Lube are what make our business community special. Our partnership over the past five years has been an exciting way to raise awareness about United Way outside of our traditional fall campaign. With the assistance of our corporate partners, we are able to invest and work with our knowledgeable and reputable partner agencies to improve lives and build our community,” said Roxana Stanciu, Director of Resource Development for United Way of Cambridge and North Dumfries. “Fundraisers like this are critical in helping us reach our annual campaign goal.”

Supporting the community is very important to Suds Express and Jiffy Lube, and one of the ways they choose to give back is through United Way. “June is typically a busy month for car wash customers as the weather gets warmer. We encourage our customers to support their community by purchasing an air freshener in support of United Way”, said Dianne Hinds, Director of Marketing, Suds Express and Jiffy Lube. “We want to contribute to the well-being of Cambridge; this is one way we LIVE UNITED.”

Suds Express & Jiffy Lube Services, Cambridge location, offers car washes, express interior and detail services, and jiffy lube vehicle maintenance services. The Hours of Operation are Monday to Friday 8:00am to 7:00pm, and Saturday and Sunday 8:00am to 5:00pm.

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

Since 1940, United Way has been working to make our community a stronger and healthier place to live and work. Working with 25 knowledgeable and reputable partner agencies, we invest to improve and build our community so that:

- Children and youth reach their potential
- Families are strong
- Neighbourhoods are inclusive and thriving
- People are economically secure
- Newcomers are welcomed and supported

In 2010, \$1.235 million was invested in our community in support of these priorities. Further information about United Way of Cambridge and North Dumfries is available at [liveunited.ca](http://liveunited.ca).