



FOR IMMEDIATE RELEASE

September 12, 2011

Campaign Kick-Off and “Brian in a Box – Mobile Style”

CAMBRIDGE – This morning, the United Way of Cambridge and North Dumfries kicked-off their 2011 fundraising campaign at Franklin Self Storage at 1245 Franklin Blvd. As well as announcing their fundraising goal of \$2,740,000 (2% higher than last year’s achievement of \$2,683,938), 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 hot breakfast, listened to comments from both Brian Krinock, President, Toyota Motor Manufacturing Canada, and 2011 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.

“I accepted the role of Volunteer Cabinet Chair for the 2011 United Way of Cambridge and North Dumfries campaign because I believe in the generosity of our community and our collective will to make our community stronger. As the President of Toyota Motor Manufacturing Canada, I have the honour of representing Cambridge’s largest employer and helping our community to work together to create a brighter future,” said Krinock. “We will come together to climb this mountain and strive to not only reach, but surpass our 2011 campaign goal. We have the opportunity to make a lasting difference in people’s lives.”

In his third effort to raise awareness and donations for the United Way, West became “Brian in a Box – Mobile Style”. For the next 5 days (September 12 – September 16), 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:

Monday - Cambridge & North Dumfries Hydro

Tuesday - Rona on Hespeler Road (sponsored by the Cliff Rego Team - RE/MAX)

Wednesday - COM DEV

Thursday – Cambridge Centre Honda

Friday – Moose Winooski’s – Dave FM Studio

West explained to the crowd his reasons for doing “Brian in a Box – Mobile Style”. “Being in the box helps put into perspective the needs in our community. There are many people in our community that are lacking shelter, food and clothing. My five days in a box does not compare to what our city’s homeless and hungry families face every day. I hope my involvement with the campaign will help build awareness and bring the community together to ensure that people and families are given the hand up that they need and deserve.”

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.

The funds raised in 2011 will provide stable funding to United Way’s network of more than 25 health and social service agencies and 45 programs across Cambridge and North Dumfries that provide urgent services to people when they need it the most.

This year’s campaign runs from September 12 to November 18, 2011.

Kick-off event sponsors were Franklin Self Storage and 107.5 Dave FM.

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. Experience Corus on the web at www.corusent.com.

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