

## News Release

### United Way Waterloo Region Communities

For Immediate Release-August 29, 2019

### **United Way Waterloo Region Communities Proud to Partner with Conestoga Mall for United By Denim Back-to-School Event**

Waterloo Region – United Way Waterloo Region Communities is proud to partner with Conestoga Mall on ***United by Denim***, a unique back-to-school event that will run until September 8<sup>th</sup>, 2019 to ensure support is available to help community members in Waterloo Region reach their full potential.

#### **How you can help:**

Running until September 8<sup>th</sup>, 2019 in the ***Denim Lounge***, an interactive pop-up space located beside Sport Chek, the event invites Waterloo Region residents to support United Way by:

1. **Dropping off gently used denim clothing**, which will then be distributed to local United Way partner agencies (see full list below); and
2. **Designing a denim pocket** – Conestoga Mall will donate \$2 to United Way Waterloo Region Communities for every denim pocket you decorate! (Denim pockets and all required materials are available in the Denim Lounge.)

As an added bonus, the first 550 people who drop off 2 articles of gently used denim clothing will receive a \$10 mall gift card (while quantities last, no purchase necessary, limit 1 gift card per person per day, ages 12+).

#### **All clothing donations will benefit United Way-supported agencies right here in Waterloo Region, including:**

The Literacy Group  
Argus Residence for Young People  
Wilmot Family Resource Centre  
Woolwich Community Services  
Community Justice Initiatives  
Reception House  
The Working Centre  
YMCAs of Cambridge & Kitchener-Waterloo.

“We are so proud to be a part of the community and to partner with United Way Waterloo Region Communities for the ***United by Denim*** interactive pop-up experience,” says Karl Ditoro, General Manager, Conestoga Mall. “We hope that during this back-to-school season, people will join us to help everyone kick off the school year with success!”

“Helping people reach their full potential is the heart of what we do,” says United Way CEO Joan Fisk. “Support from United Way helps sustain a network of 56 local programs and services in Waterloo Region – this work could not happen without the generosity and leadership of community-minded partners like Conestoga Mall. We are thrilled and so very proud to collaborate with them on this fun and unique back-to-school event.”

#### **Free programs and offerings:**

Mall visitors are also invited to check out the Denim Lounge for these free and fun activities

being offered at various points during the event:

- **DIY Denim Drop-ins:** Create your own denim back-to-school gear and accessories at free DIY sessions being offered August 30<sup>th</sup>-September 1<sup>st</sup> and again September 7<sup>th</sup>-8<sup>th</sup>.
- **Denim Fashion Inspiration:** Check out the latest denim trends and enter for a chance to win a \$1,000 mall gift card to get a new wardrobe for fall.

**For more information:**

Please visit <https://www.conestogamall.com/event/united-denim-event/>.

**Digital assets:**

Please visit [www.uwaywrc.ca/communications](http://www.uwaywrc.ca/communications) to download our digital assets and further information, including photos, CEO bio and photo, and United Way backgrounder.

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**About United Way Waterloo Region Communities**

United Way Waterloo Region Communities is dedicated to helping people live better lives in every one of the seven communities we serve. We are fundraisers and community builders who support a network of agencies whose programs and services are locally focused, informed, connected, and deeply invested in helping people reach their full potential.

For more information or for media interviews, please contact:

**United Way Waterloo Region Communities**

Hilary McCann

Senior Director, Marketing and Communications

United Way Waterloo Region Communities

P. 519-888-6100 EXT. 227 C: 226-898-1394

E: [hmccann@uwaywrc.ca](mailto:hmccann@uwaywrc.ca)