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News Release

United Way Waterloo Region Communities

For Immediate Release-September 18, 2019

United Way Annual Campaign Launches with 2nd Annual March of 1,000 Umbrellas

Waterloo Region - United Way Waterloo Region Communities (UWWRC) is inviting community members to join them on Friday, September 20th, 2019 for a vibrant and boisterous march along King Street celebrating the launch of the organization's 2019 fundraising campaign.

Starting at Waterloo Public Square in Waterloo, Ontario and ending at Carl Zehr Square in Kitchener, Ontario, the 3km march - titled 'March of 1,000 Umbrellas' - aims to raise awareness and funds for a critical network of local services supported by United Way.

"The need in Waterloo Region is very real," says UWWRC CEO Joan Fisk. "United Way is second only to government when it comes to funding programs in our community. We are very committed to awareness about what we do to support critical issues that so many people here are facing. Funds raised in this campaign will support a network of agencies that help people when and where they need it the most."

Gore Mutual Insurance Company, which is based in Cambridge, Ontario, was one of the first companies to step up in support of this year's campaign, presenting United Way with a cheque for \$50,000 ahead of the March of 1,000 Umbrellas. The company's CEO, Heidi Sevcik, said, "We at Gore like to say that 'giving is in our DNA' and there is no better way to give locally than to United Way. They are pivotal when it comes to working within the community and understanding where the real need is. I hope all other businesses that can step forward will do so and help make a difference."

The 2nd annual March of 1,000 Umbrellas represents a community-centric way to raise awareness for the start of UWWRC's fundraising campaign.

"The important work we are trying to do is not always visible," says Fisk. "The issues in this community could be affecting a family member, your neighbor, or a co-worker. Someone you see daily could be the one who needs help. We are working very hard to

try and ensure they get the help they need. And we are so very grateful to the sponsors that have come forward to help raise awareness and make this event possible.”

One of the key sponsors to come forward this year is Cambridge-based Reliance Home Comfort. “People in our company really want to help out. They feel proud to give back. We’ve got people on our team that shared their own experiences, and it was clear to see that United Way helped them and their families,” says Reliance Home Comfort’s General Manager, Sherri Woodman.

Another proud sponsor and supporter of UWWRC is Scotiabank. “We are very proud we can come forward and support this important event,” says Dave Wilson, District Vice President, Waterloo Region District, Scotiabank. “Gathering as a community to support what United Way does locally means a lot to many of our employees. They not only want to support United Way through donations, but they also want to feel a part of something and this is what we hope to achieve here by walking alongside the community.”

The full list of local sponsors and event partners includes:

BMO
Clarion Medical Technologies
Libro Credit Union
Reliance Home Comfort
Scotiabank
Borealis Grille & Bar
Martin’s Family Fruit Farm
Thunder Storm Productions
City of Kitchener
City of Waterloo
Waterloo Regional Police Service
Grand River Transit
St. John Ambulance

Joining the march this year will be...

Karen Redman, Chair, Region Waterloo
Dave Jaworsky, Mayor, City of Waterloo
Sarah Marsh, Councillor, City of Kitchener
Sue Foxton, Mayor, Township of North Dumfries
Amy Fee, MPP Kitchener South - Hespeler
Ken Seiling, Chair (retired), Region of Waterloo
Jim Erb, Councillor, Region of Waterloo
Tom Galloway, Councillor, Region of Waterloo
Elizabeth Clarke, Councillor, Region of Waterloo
Sandy Shantz, Councillor, Region of Waterloo
Karl Kiefer, Councillor, Region of Waterloo
Mike Murray, CAO, Region of Waterloo
Jane Albright, Commissioner, Human Resources and Citizen Service, Region of Waterloo

Bruce Lauckner, CEO, Waterloo Wellington Local Health Integration Network
Deborah McLatchy, President and Vice-Chancellor, Wilfrid Laurier University
Hardy Bromberg, Deputy City Manager, Community Development, City of Cambridge
Debbie Chapman, Councillor, City of Kitchener
Mark Dykstra, Commissioner, Community Services, City of Waterloo

Community members can register for the event at www.iamtheone.ca. Participants can walk the entire route or join at points along the way. The march will be followed by a harvest-themed lunch provided by community partners Borealis Grille and Bar, Martin's Family Fruit Farm, and Thunder Storm Productions. We are also thrilled to have local recording artist Eric Bolton joining this year's event with a live musical performance.

ION passes will be provided by Grand River Transit following the event to transport participants from Carl Zehr Square back to Waterloo Public Square.

Event route and itinerary:

11:30 AM: GATHER AT WATERLOO PUBLIC SQUARE
75 King St. South, Waterloo

11:40 AM: WELCOME REMARKS BY UWWRC CEO JOAN FISK AND CITY OF
WATERLOO MAYOR DAVE JAWORSKY

11:45 AM: MARCH COMMENCES ALONG KING ST.

12:30 PM: MARCH ENDS AT CARL ZEHR SQUARE
Kitchener City Hall, 200 King St. West, Kitchener

12:30 – 1:00 PM: HARVEST LUNCH IS SERVED

12:40 PM: MUSICAL PERFORMANCE BY ERIC BOLTON

12:55 - 1:00 PM: REMARKS BY UWWRC CEO JOAN FISK, UWWRC BOARD CHAIR
SAMSON LING, UWWRC CAMPAIGN CHAIR REBECCA TASCONA, REGION OF
WATERLOO CHAIR KAREN REDMAN, AND CITY OF KITCHENER COUNCILLOR
AND ACTING MAYOR SARAH MARSH

1:00 PM: ION PASSES AVAILABLE FOR PARTICIPANTS NEEDING TO RETURN TO
WATERLOO PUBLIC SQUARE OR ANY SCHEDULED STOP ALONG KING ST.

Digital Assets:

Please click [here](#) for digital assets and further information, including photos, infographics, CEO bio and photos, and United Way backgrounder.

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 local 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:

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