



United Way
Waterloo Region
Communities

News Release

United Way Waterloo Region Communities

For Immediate Release - September 17, 2020

United Way launches 2020 Campaign with virtual March of 1,000 Umbrellas

Waterloo Region - United Way Waterloo Region Communities (UWWRC) is inviting community members to join them virtually on Thursday, September 17th, 2020 as they mark the launch of this year's campaign with a limited and socially distanced version of their annual March of 1,000 Umbrellas.

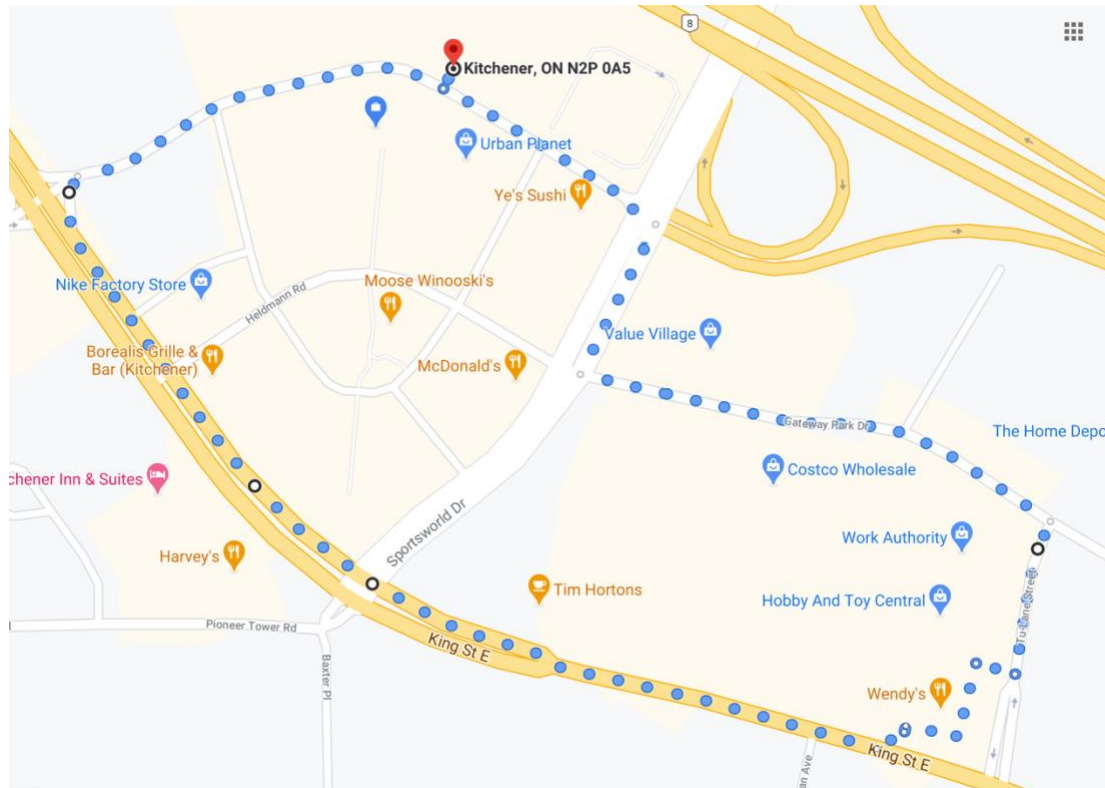
Over the last two years UWWRC kicked-off their yearly campaign with a loud and boisterous event comprised of hundreds of individuals, local corporations and organizations. This year members of the United Way team will be coming together in a smaller group for a socially distanced launch event that you'll be able to follow on social media.

Although it is impossible to recreate large celebrations this year, UWWRC is encouraging everyone to support the 2020 campaign and help make some virtual noise by holding their own event. UWWRC realizes that everyone is in a unique situation presently so have provided a variety of fun and safe event ideas. The public can easily access tools on the UWWRC website (www.uwaywrc.ca) so groups and individuals can kick-off a campaign with a fun activity that will once again capture our community's spirit (safely) and mark the start of the 2020 UWWRC campaign.

"Things are changing rapidly in our new landscape," says UWWRC CEO Joan Fisk. "Parents are grappling with limited childcare, some businesses are struggling to remain afloat and many of our frontline workers are facing burnout. At times it appears we are all in the same boat but things are very different for so many people in our community who have experienced ill health, job loss, isolation and the effects of stress and anxiety. COVID-19 has raised many pressing concerns and sharpened the lens on diversity issues. This year's campaign will prove critical in attempting to provide more than one solution so our local agencies can continue to provide critical services and programs to those who need it most. Although this year's campaign will look different, we are truly counting on our generous community to help ensure we all get through this together."

March Route:

- 11:30 AM: Staff will gather for socially distanced photos
- **12:00 PM:** March will begin along below route
- 12:30 PM: March will end in United Way WRC parking lot



Digital Assets:

Visit www.uwaywrc.ca/communications for digital assets or click below to download.

- [Event photos](#)
- Event web page (www.uwaywrc.ca/take-action/campaign-launch/)
- [Social media package](#)
- United Way social media accounts [Facebook](#) | [Twitter](#) | [Instagram](#) | [Linkedin](#)
- [CEO bio & photos](#)
- [Logo package](#)

- 30 -

About United Way Waterloo Region Communities

United Way Waterloo Region Communities is dedicated to helping people during times of crisis and in building a stronger future. We are fundraisers that support a network of programs and services that 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

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