



Paint the Town Red is back for its 6th year on Wednesday July 18th, 2018

Since 2013, over \$60,000 has been generously donated by local restaurants, cafes and pubs to United Way Peterborough & District and invested right back into our community.

United Way's impact can be felt in many areas including food security, education and life skills for youth, support for families, and mental health and addictions recovery. We not only offer short term relief, but long term possibility for all.

We have developed an investment strategy focussed on innovative solutions to critical challenges facing vulnerable people in our community aligning to two main focus areas:

Moving People from Poverty to Possibility - Including meeting the basic needs of the most vulnerable people in our communities and building the capacity of individuals to engage in employment, education, and/or skills training opportunities.

Building Healthy & Strong Communities - Supporting the overall well-being of individuals and families is vital to building a healthy & strong community. Eliminating barriers and improving access to services allows people to contribute to community and develop a sense of belonging.

For 77 years, United Way Peterborough & District has been working hard to make positive and lasting change in our community. Today, I am hoping you would consider being a part of this change.

By joining the 2018 Paint the Town Red event, and donating 25% of your net sales from Wednesday July 18th, 2018, you will receive the following perks:

- Extensive promotion by UWP on social media to our 3,000+ followers (last year #PaintPtboRed was trending in the top 3 most popular hashtag in Canada all day)
- Your business name will appear on promotional material (if confirmed by June 20th)
- Your business name will appear on the UW website advertising the event
- An event poster to display in your front window to signify that you are participating in the event
- You will be contributing to the improvement of over 50,000 local lives

If you would like to participate, please confirm by contacting Erica by June 20th, 2018.

Together, we are possibility!

Erica Richmond, Development Officer

erichmond@uwpeterborough.ca

277 Stewart Street, Peterborough, ON K9J 3M8

705-742-8839 x30 (work) 705-313-0651 (mobile)

www.uwpeterborough.ca

Get social with us @UnitedWayPtbo on Twitter, Instagram & Facebook. YouTube: United Way Peterborough