



United Way
Peterborough & District
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FOR IMMEDIATE RELEASE

United Way Peterborough & District Announces Shirley Turner as Chair of 2024 Community Campaign.

Peterborough, ON – June 12, 2024 – **United Way Peterborough & District is thrilled to announce the appointment of Shirley Turner as the Chair of the 2024 Community Campaign.** Shirley, a retired teacher and prominent local Realtor, brings a wealth of experience, passion, and dedication to this year's campaign, aiming to drive significant positive change in our community.

Shirley has been a long-time supporter and advocate for United Way, beginning her journey with the organization as a young Teacher. Over the years, she witnessed the profound impact of United Way-funded programs on her students and their families. Her commitment to the cause grew even stronger upon her retirement, as she transitioned into real estate and continued her philanthropic efforts.

"United Way is the heartbeat of our community," Shirley remarked. "Every dollar raised here, stays here. I've lived in Peterborough my entire life, and I've seen firsthand how United Way's support transforms lives. It's an honour to lead this year's campaign and work towards a brighter future for our community."

As Chair of the 2024 Campaign Cabinet, Shirley will lead the Fundraising Cabinet of volunteer leaders who will spearhead fundraising efforts, engage with potential donors, and host community events. Her enthusiasm and deep-rooted belief in the power of community collaboration will inspire others to join the cause and contribute to the campaign's success.

"Shirley's dedication and passion for our community are truly inspiring," said **Jim Russell, CEO of United Way Peterborough & District.** "Her leadership and commitment to making a difference align perfectly with our mission. We are confident that under her guidance, the 2024 campaign will achieve remarkable success."

Shirley's focus will be on reinforcing the message that United Way's impact is hyper-local. She aims to highlight the extensive research-based approach of the organization, ensuring that funds are distributed to meet the most pressing needs in Peterborough County.

"By supporting United Way, we're not just addressing immediate needs; we're investing in long-term solutions that build a stronger, more resilient community," Shirley emphasized. "I encourage everyone to get involved, whether through donations, volunteering, or spreading the word about our mission. Together, we can make a difference."

United Way Peterborough & District invites the community to join Shirley Turner in this year's campaign to support vital local programs and services. **For more information on how to get involved, visit www.uwpeterborough.ca or contact Anne Ondercin, Director of Philanthropy 705-742-8839 x30.**

About United Way Peterborough & District

United Way Peterborough and District is dedicated to improving lives and building a strong, inclusive community. Through strategic partnerships and collaborative efforts, United Way addresses the root causes of social issues and creates lasting change in Peterborough City and County.

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