



**United Way**  
**Peterborough & District**

**FOR IMMEDIATE RELEASE**

**Exciting New Documentary "Your United Way: A Documentary" Now Airing on YourTV Peterborough-Lindsay**

**Peterborough, ON (September 23, 2024)** – A compelling new documentary titled *Your United Way: A Documentary* premiered on Friday, September 20<sup>th</sup>, and will continue air on YourTV Peterborough-Lindsay, offering viewers an in-depth look at the incredible work being done by United Way Peterborough & District. Produced by John Costello, this documentary provides a behind-the-scenes view of the local United Way chapter, showcasing its transformative contributions to the community.

United Way Peterborough & District CEO Jim Russell was thrilled with the piece calling it a “perfect encapsulation of our local work,” said Russell. “There is nothing like local community television broadcasting – we are so grateful for this partnership with YourTV Peterborough-Lindsay!”

This collaboration came about when Cogeco/YourTV extended an opportunity to leverage their local TV station’s resources to share this story—perfectly timed with the launch of United Way’s 83rd Community Campaign. Locally, Cogeco/YourTV has run an Employee Giving Campaign for over 30 years, with their employees supporting the United Way’s mission of strengthening communities.

David Feeley, Manager of Programming and Community Relations at Cogeco, initiated the idea to create something that would inform the community about United Way’s impactful work.

David shared “We are thrilled to partner with United Way on this in-depth documentary, showcasing the vital work being done to support our local communities,” said Feeley. “At YourTV/Cogeco, we are committed to amplifying the voices of organizations that drive positive change and help improve the lives of residents across the region. By highlighting these important stories, we hope to inspire others to contribute and become part of the collective effort to build stronger, more resilient communities.”

Costello, a producer at Cogeco, was driven by his connection with United Way through the workplace campaign. “United Way is one of our community partners. We run a workplace campaign at Cogeco, so I wanted to shed some light on the local Peterborough & District chapter and the great work it is doing in our community,” he said. “I was also curious to learn more about how United Way operates—how they decide where their funds go and the scope of their reach in our local market. What I found out was way beyond what I could’ve imagined was possible by a single organization.”

The documentary explores United Way's funding decisions and their wide-reaching impact, revealing how they've touched the lives of many in the Peterborough & District area.

This must-see documentary will air on YourTV on the following dates and times:

- **Tuesday, September 24** at 5:30 p.m.
- **Wednesday, September 25** at 7:00 p.m.
- **Monday, September 30** at 6:00 p.m.
- **Wednesday, October 2** at 7:00 p.m.
- **Thursday, October 3** at 11:00 a.m.

Don't miss this opportunity to see how United Way Peterborough & District is making a difference. This inspiring documentary highlights the profound impact of collective giving and showcases how we can all contribute to building stronger communities.

For a sneak peek, visit YourTV Peterborough-Lindsay's YouTube channel:

<https://www.youtube.com/watch?v=orWpUyAaXHU&t=2s>

For more information, contact:

Sara Mountenay, Development & Communications Officer

E: [smountenay@uwpeterborough.ca](mailto:smountenay@uwpeterborough.ca) C: (705) 313-0651

---

### **About United Way Peterborough & District:**

United Way Peterborough & District has been working for over 80 years to improve lives and build strong communities in the region. By bringing people together, focusing on key local issues, and strategically investing in solutions, United Way ensures every donation is maximized for the greatest community impact.

### **About YourTV Peterborough-Lindsay:**

YourTV, a division of Cogeco, broadcasts local programming created by and for the communities of Peterborough and Lindsay.

### **About John Costello:**

Producer at YourTV Peterborough/Lindsay for more than 18 years, John spends the majority of his time working on The OHL Tonight, directing and producing the home games of the Peterborough Petes, and MSL Tonight (lacrosse) in the summer months. John is a staff producer on Making Music and The Skinny and works with the Knights of Columbus to produce TV Bingo. John is the recipient of three company Star Awards, one for coverage of the MSL Tonight and two for Sports features.

