



FOR IMMEDIATE RELEASE

UNITED WAY SETS RECORD \$94.5 MILLION FUNDRAISING GOAL

Toronto Maple Leafs lace up to help launch 2005 fundraising campaign

TORONTO, September 9, 2005 – United Way of Greater Toronto and the Toronto Maple Leafs teamed up Friday to unveil a record \$94.5 million fundraising goal for United Way's 2005 campaign and challenge Torontonians to rally together to support our city, our neighbourhoods, and those in need. The 2005 fundraising campaign was kicked off with the help of Toronto Maple Leafs Tie Domi and Bryan McCabe during a "Go for the Goal" themed launch at Ricoh Coliseum.

Frances Lankin, president and CEO of United Way of Greater Toronto; Richard Peddie, president and CEO of Maple Leaf Sports & Entertainment and Barbara Stymiest, chief operating officer of RBC Financial Group and United Way's 2005 Campaign Chair led the launch and were joined by eight young hockey players from Big Brothers and Big Sisters of Toronto at centre ice for this year's goal unveiling. More than 200 United Way funded agency representatives, volunteers, and staff were also on hand for the announcement.

"Reaching this ambitious goal will translate directly to funding for agencies helping thousands of people across Toronto," said Lankin. "Each year we are inspired by the thousands of individuals who respond so generously to the needs of their fellow citizens by supporting United Way. Together we will continue to make a difference."

The money raised through United Way's annual campaign will help fund community building initiatives and support its network of 200 health and social service agencies helping young people, abused women and their children, the homeless, newcomers to Canada, seniors, and many more.

"We're excited about supporting the United Way's 2005 Go For The Goal campaign," said Peddie. "The Leafs and United Way are long time partners and are both committed to building strong communities in the Greater Toronto Area by providing access to essential social services for those in need and opportunities to participate in sports and recreation that support health and wellness. We're confident that United Way will once again exceed this year's goal by inspiring tens of thousands of Torontonians to give to this great cause."

United Way's 2005 campaign officially kicks off Sunday, September 11 with the 23rd annual P&G Leaps and Bounds for United Way, a walk/run event that attracts more than 10,000 participants to Nathan Phillips Square.

United Way of Greater Toronto works to create sustainable change in the lives of Torontonians. Through research, partnerships with government, volunteers, labour, and business, and by funding a network of 200 health and social agencies, United Way identifies needs and takes action to support people and develop strong communities.

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