



PhotoSensitive



1956
2006

50 years. United T.O.gether

MEDIA ADVISORY

Celebrating *The Strength Within*

United Way PhotoSensitive exhibit showcases the potential in all of us

Toronto, November 6, 2006 – Today PhotoSensitive will unveil *THE STRENGTH WITHIN*, a riveting photo exhibit showcasing the powerful impact United Way of Greater Toronto has in the community. The exhibit opening will be held at First Canadian Place.

Showcasing the work of 24 of Toronto's top photographers, *THE STRENGTH WITHIN* marks the 50th anniversary of United Way and its network of agencies working to strengthen people and their neighbourhoods in Toronto. This compelling collection of black-and-white photographs features people who have triumphed over adversity when given the necessary support and tools to succeed.

Who:

- Frances Lankin, President and CEO of United Way of Greater Toronto
- PhotoSensitive photographers
- Major donors and community partners

When:

- Monday, November 6, 2006
- 6:00 p.m. (Reception)
- 6:30 p.m. (Opening ceremony)

Where:

- First Canadian Place, main lobby (100 King Street West, Toronto)

In 2006, United Way of Greater Toronto aims to raise \$100 million for the community. For 50 years, United Way of Greater Toronto has been working to create lasting change in the lives of Torontonians. Through research, partnerships with business, labour, government and volunteers, and by funding a network of 200 health and social service agencies, United Way identifies needs and takes action to support people and develop strong communities.

The brainchild of Toronto Star photographer Andrew Stawicki and former Star graphics editor Peter Robertson, PhotoSensitive was founded in 1990 as a non-profit collective of photographers determined to explore how photography can contribute to social justice. Their idea was to bring together the photographic talents of a number of Toronto-based professional photographers to harness the power of the camera to achieve social goals. Each photographer would bring his or her own vision to the subject; the sum of these visions would provide a compelling social comment.

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