Municipal staff, police show region the 'United Way'

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York Region Police and municipal staff launched their 20th annual United Way employee campaign Tuesday with a goal to raise a record \$425,000.

Amid a sea of red T-shirts, playful interdepartmental challenges, pledges, a rousing group dance and amusing references to Mister Rogers' Neighbourhood, local dignitaries and former hockey stars at the regional administration centre in Newmarket celebrated the jovial kickoff designed to address serious issues.

York Region Chairman and CEO Bill Fisch acknowledged it's an ambitious target, but based on the \$2.5 million raised over 20 years — including \$422,072 in 2012 — he is confident regional employees will meet, if not exceed, the objective.

Regional government employees' United Way fundraising has directly helped more than 20,000 residents in need, Mr. Fisch said.

"We're so fortunate to have so much in York Region," he said. "We're lucky. There are tens of thousands who don't have that much luck and the money we'll raise will help those who aren't as fortunate."

Staff, many in crimson I'm a hero T-shirts, heard they can contribute traditionally through payroll deductions and via a new on line E-Pledge. Event MC, Community and Health Services Commissioner and United Way campaign co-chairperson Adelina Urbanski said everyone in our nine munici-



palities has a stake in supporting the campaign.

York Regional Police Deputy Chief and United Way campaign co-chairperson Thomas Carrique said each front line officer sees the difference United Way supported programs make in our communities. Raising funds for United Way is critical as it helps all ages and genders, those traumatized by violence and those suffering from mental and physical illnesses, he said.

Ever the showman, United Way York Region CEO Daniele Zanotti reinforced the campaign's sense of community by leading attendees in singing the Mister Rogers' Neighbourhood and Sesame Street theme songs.

Channelling his four-year-old self, he recalled watching the TV shows and thinking how a little help in the neighbourhood is meaningful for many. He applauded the timely regional employee initiative in an age where demand for social services is outpacing supply.

THURSDAY, SEPTEMBER 12™ & FRIDAY, SEPTEMBER 13™

"The commitment shown from York

Region and its employees will help us create a network of care in every neighbourhood," Mr. Zanotti said. "Imagine a municipality where people and families can access help in their neighbourhood. That is our goal."

Each year, United Way York Region brings a wide range of partners together to find community-led solutions to three community priorities — helping kids be all they can be, moving people from poverty to possibility and supporting healthy people and strong neighbourhoods.

Former Toronto Maple Leaf players Gary Leeman and Dan Daoust loaned their support as members of the Leaf Alumni Association, posing for photographs and signing autographs at a post launch picnic luncheon.

Last month, United Way York Region unveiled its ambitious community goal of \$30 million over three years at the annual Toromont CAT Dragon Boat Festival at Seneca College's King campus.

You can support United Way York Region with your time or funds. To learn more or give on line, visit york.unit-edway.ca. You can donate by phone, 905-474-9974 ext. 242 or by cheque payable to United Way of York Region, 80F Centurian Dr. Suite 200, Markham, ON, L3R 8C1.

The Regional Municipality of York

NOTICE OF CONSTRUCTION

Roundabout Construction York Durham Line at Durham Road 5

The Regional Municipality of York will start construction on the future traffic roundabout located at the intersection of York Durham Line at Durham Regional Road 5.

Construction schedule:

Construction begins: September 2013
Intersection opens: December 2013
Construction complete: Summer 2014

To help manage traffic during the construction, there will be a temporary detour around the construction site. Stop signs, street lights and highways barriers will be used to help guide motorists. During construction, electronic signs will be on site providing construction updates and information.

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Roundabout Construction

Durham Regional Road No. 5

Durham Region

York
Region

Bajo Mills Road East

For more information visit www.york.ca

Bill Fisch York Region Chairman and CEO

Richard J. Leary Acting Commissioner, Transportation and Community Planning

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