



**FOR IMMEDIATE RELEASE**

**October 6, 2009**

***FREE BREAKFAST? WAY TO GO!***

The Winnipeg Convention Centre will kick-off its campaign in support of the United Way with a **complimentary breakfast** in front of the building at 375 York Street on **Friday, October 9, 2009 from 7:30 – 9:30 am.**

Convention Centre employees will be doling out a hot breakfast outside, rain or shine, as they give back to the community through their own United Way campaign.

“Through this kick-off event, we hope to enlighten the public of the incredible work of the United Way, engage our own employees and elevate the Convention Centre’s contribution through payroll deductions or one-time contributions. United Way associates will be on site to accept public donations as well”, explains Ron Serediuk, Human Resources Manager for the Winnipeg Convention Centre.

In these challenging economic times, The Winnipeg Convention Centre recognizes the importance of supporting one another through the United Way’s innovative programs and partnerships that provide children with alternatives to crime, drugs and life on the streets; reduce poverty; and build safer, healthier neighbourhoods.

“We have an incredibly generous and compassionate employees of approximately 450, including full, part time and casual workers”, notes WCC President and CEO, Klaus Lahr. “This is our opportunity to come together with our employees, our neighbours and the community-at-large in combining our efforts and energy toward this most worthwhile cause. By helping the United Way, we are united in helping each other.”

**Everyone** is invited to join The Winnipeg Convention Centre for this complimentary hot breakfast as they kick-off their campaign for the United Way.

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For interviews, please contact Klaus Lahr, President and CEO, Winnipeg Convention Centre, at 957-4501.