

## **United Way kicks off Show Your Local Love Day in support of frontline community agencies**

*GTA residents invited to give, volunteer and take part in virtual events*

**September 23, 2020** – United Way Greater Toronto will mark its annual **Show Your Local Love Day** on Friday, September 25, galvanizing everyone in the GTA to come together online to fight local poverty by learning more about the issues impacting our region and making a donation.

Raising awareness around the issues related to poverty is more essential than ever as our community's most vulnerable neighbours face stark challenges amid the COVID-19 pandemic – and need even more of our help during this time. As the largest investor in social services next to government, United Way is working with partners and its network of frontline agencies to meet immediate needs and ensure that no one gets left behind.

This year's Show Your Local Love Day will include virtual panel discussions on key issues such as myth-busting around homelessness and how food insecurity is impacting families across the GTA, as well as fun interactive sessions on making your own masks and an online yoga class for seniors. Learn more and register at [unitedwaygt.org/locallove-events](https://unitedwaygt.org/locallove-events).

Municipalities across the GTA – including Toronto, York Region, Brampton, Aurora, Caledon, Georgina, Markham, Newmarket, Richmond Hill, and Vaughan – have proclaimed September 25 Show Your Local Love Day to recognize the impact of United Way's work to sustain our region's vital social safety net. The City of Mississauga is marking the day by lighting the clock tower in Celebration Square in United Way red, while Peel Region, East Gwillimbury, King Township and Whitchurch-Stouffville are all also championing the initiative in various ways.

United Way's network of 280 agencies – which is on the frontlines of responding to community needs during the COVID-19 pandemic – provides more than 2 million social services annually. As we move through this crisis, this network plays a vital role in strengthening the GTA and making sure everyone in our community has the support they need to thrive.

Funds raised by United Way's campaign support a network of community agencies across Peel, Toronto and York which helps people experiencing poverty when and where they need it most. Any donations made to United Way Greater Toronto before December 31, 2020 will be matched dollar-for-dollar by a group of dedicated United Way volunteers. Any first-time gifts of \$10,000 or more made before December 31 will also be matched by the Harquail family.

**United Way Greater Toronto President & CEO Daniele Zanotti:** “We never could have predicted the size, scope and scale of the global crisis that unfolded in neighbourhoods and communities around the world – and across the GTA – as a result of COVID-19. But we always knew that United Way agencies would be there to help, no matter what. On Show Your Local Love Day, we’re bringing people together online to learn more about the issues impacting our community and how all of us can get involved to help support our most vulnerable neighbours – ensuring our vital social infrastructure is here to continue helping everyone in our community in the months and years to come.”

- 30 -

**About United Way Greater Toronto:** As the largest non-government funder of community services in the GTA, United Way Greater Toronto reinforces a crucial community safety net. United Way’s network of agencies and initiatives in neighbourhoods across Peel, Toronto and York Region works to ensure that everyone has access to the programs and services they need to thrive today. Mobilizing the network and other community support, United Way tackles #UNIGNORABLE issues linked to poverty. United Way’s work is rooted in ground-breaking research, strategic leadership, local advocacy and cross-sectoral partnerships committed to building lasting solutions to the GTA’s greatest challenges. [unitedwaygt.org](https://unitedwaygt.org)

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