



For Immediate Release — Thursday, October 18, 2018

## Management Students' Society jumping at opportunity to support United Way through Chillin' For Charity

The Management Students' Society (MSS), a host of local community leaders and charitable citizens will be dipping into icy waters on Monday, October 22 for the 14th edition of the Chillin' For Charity fundraising event in support of the United Way of Lethbridge & South Western Alberta.

More than \$25,000 has been raised over the past four years that MSS has organized the event and more than \$100,000 since its inception. A goal of \$10,000 of support has been set for this year's edition.



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"We are really looking to make this a community event," says Andrew Novello, director of Chillin' For Charity. "I want to encourage members of the community to come down and support the United Way by watching students, faculty members and local business members jump in."



**United Way**  
**Lethbridge &  
South Western Alberta**  
**Change starts here.**

The event begins at 10 a.m. and runs through 2 p.m. on the patio adjacent to the University's bus loop and the Students' Union Building. Among the local luminaries who have pledged to make the plunge in the name of charity are Lethbridge East MLA Maria Fitzpatrick, United Way of Lethbridge & South Western Alberta Director of Fund Development and Operations Janelle Marietta-Vasquez, U of L Provost & Vice-President (Academic) Dr. Andy Hakin, and others.

Cameron Howey (BA '18), a former University of Lethbridge Students' Union President, is now the Community Development Coordinator for the United Way of Lethbridge & South Western Alberta. He says Chillin' For Charity not only raises much-needed funds for the United Way, it also connects students with their community.

“We’re always impressed by the students’ excitement for it, and their hard work to plan and run the event,” says Howey. “Donations to United Way help thousands of people each year through programs at our partner agencies. The programs we fund have a strong focus on reducing poverty, building healthy communities, and giving children and youth the tools they need to succeed. These programs are local and help build a stronger and more resilient Lethbridge every day. We’re really looking forward to the fun on Monday.”

Those interested in participating can register at [lethbridgeunitedway.ca/chill](http://lethbridgeunitedway.ca/chill). For more information on the Management Students’ Society, check out [ulethmss.ca](http://ulethmss.ca).

To view online: <http://www.uleth.ca/unews/article/mss-jumps-support-united-way>

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