



For Immediate Release — Thursday, October 3, 2019

Management Students' Society supporting United Way at annual Chillin' 4 Charity fundraising event

Join the University of Lethbridge's Management Students' Society for a polar plunge that helps make local issues like social isolation and education inequality #UNIGNORABLE!

WHAT: Chillin' 4 Charity polar plunge fundraiser to benefit the United Way, Lethbridge & South Western Alberta Community Fund

WHEN: 11 a.m. to 3 p.m., Monday, Oct. 7, 2019

WHERE: University of Lethbridge bus loop

The goal is to raise **\$10,000** in support of United Way's Community Fund – a source of financial support for local organizations whose programs help local families.

Event organizers, and Dhillon School of Business students Andrew Novello and Emily Giesbrecht, say the event is a fun way to accomplish something meaningful.

"Last year, we raised over \$7,000," says Novello. "That money supports local programs, and the event also helps students engage with the community and with each other."

As this year's lead organizer and MSS director of charity, Giesbrecht says the funding goal is a big challenge, but one she's eager to tackle.

"We had some really great engagement last year, and we're really stepping it up to connect with more groups on campus, and around the community so we can hit our \$10,000 goal this year," she says. "You don't have to be a student to join. It's a community event for everyone."

Connolly Tate-Mitchell, United Way's marketing & communications coordinator, says events such as this help put the 'fun' back in fundraising.

“Over the last few years, people on campus have been introduced to ways the United Way helps the community. Chillin’ 4 Charity is such a fun, unique event that also helps do local good, and it’s good to see that being charitable, and having fun can go hand-in-hand.”

How the community can help:

The event is open to all members of the public. Local companies, clubs and individuals are encouraged to sign up to take the plunge on Monday, Oct. 7 between 11 a.m. and 3 p.m. Participants and teams can set a fundraising goal and share personal fundraising pages on social media. Those wishing to support the event without getting wet can take in the BBQ or purchase tickets for raffle prizes.

Teams are encouraged to challenge other groups, companies or clubs, on or off-campus. Sign up at www.lethbridgeunitedway.ca/chill

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