



United Way
City of Kawartha Lakes
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ckl-unitedway.ca

For Release:

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Crayola Sale Continues to be Major Gift to United Way!

Crayola Canada provided an enormous boost to the United Way campaign with a cheque in the amount of \$40,479. The 27th annual sale raised \$36,000 and in addition, employees contributed \$4,479 through their internal workplace campaign. To date, Crayola has invested \$915,479 into helping people through the United Way campaign.

At the time of the sale, Paul Zadorsky, General Manager of Crayola Canada, commented on their commitment to the community, "At Crayola we believe every person in our community deserves an opportunity for a quality and colourful life. We are very fortunate that this event can help children, youth and adults in providing support to meet their daily needs.

We have tremendous volunteers - including Crayola employees, their family and those from outside the company - to help make this event a success every year."

"Crayola and its employees are leaders in the truest sense. This sale is a pillar of our annual campaign. Every day people across the City access programs that are important and vital. This was the first time I volunteered at the event and it was a terrific experience." says Marcus Tully, Campaign Co-Chair.

"We value the commitment of the corporation and its employees for putting forth one of the most amazing events. Crayola has deep roots and connections in this community and we are privileged to be its charity of choice. We are also grateful to have ongoing support from the Lindsay Agricultural Society as it provides the venue for the event. Year after year it has assisted in the success of this sale," says Penny Barton Dyke, Executive Director for United Way CKL.

For more information, please contact the United Way office at (705) 878-5081.