



For Immediate Release

## THOUSANDS OF TORONTONIANS STEP UP TO SUPPORT UNITED WAY AT P&G LEAPS AND BOUNDS

TORONTO, September 11, 2005 – More than 10,000 Torontonians from all corners of the city and all ethnic backgrounds walked, ran and raised funds for United Way at the 23<sup>rd</sup> annual P&G Leaps and Bounds 4 km walk / 5 km run at Nathan Phillips Square today.

The event officially launches United Way's 2005 fundraising campaign. The campaign goal for this year is \$94.5 million.

Participants included corporate and government teams, United Way agencies, families, community groups and media outlets. P&G Leaps and Bounds is United Way's largest community celebration and the kick off to the annual fall fundraising campaign. Proceeds from the event support United Way's network of 200 health and social service agencies, helping seniors, young children, newcomers, homeless people, abused women and their children, and many more.

"P&G Leaps and Bounds is a true community celebration," said Frances Lankin, President and CEO, United Way of Greater Toronto. "It celebrates diversity, family, and community involvement. Money raised today will go a long way to supporting United Way's work throughout Toronto."

Lankin was joined by Tim Penner, President, Procter and Gamble; Sandra Bussin, Deputy Mayor of Toronto; Ralph Hui and Chris Bullen, event Co-chairs; Richard Venn, United Way Board Chair; Barbara Stymiest, Chief Operating Officer, RBC Financial Group and United Way's Campaign Chair for 2005; and Therese Brisson, gold medalist, 2002 Canadian Olympic women's hockey team

"United Way is a way of life at P&G," said Tim Penner, President of P&G Canada. "Our employees are proud to come together in a spirit of compassion and co-operation to make a difference in our community."

Event highlights included:

- The annual United Way Agency Fair, featuring games and activities, and information on how United Way agencies impact the community
- The Street Haven Choir, a choir of homeless women, singing *O' Canada*
- Entertainment by local bands, The Whiners, Linda M, Uncle Seth, Vanderpark, Street Haven Choir and The Coppertones

P&G Leaps and Bounds is sponsored by title sponsor P&G, media sponsors Newstalk 1010 CFRB, 97.3 EZ Rock, MIX 99.9, OMNI Television, Sing Tao Daily, Toronto Star and community sponsors The Caribbean Camera and Toronto Chinese Radio.

United Way of Greater Toronto works to create sustainable change in the lives of Torontonians. Through research, partnerships with government, volunteers, labour, and business, and by funding a network of 200 health and social agencies, United Way identifies needs and takes action to support people and develop strong communities.

Two billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Always®, Pantene®, Bounty®, Pringles®, Swiffer®, Folgers®, Charmin®, Downy®, Iams®, Crest®, Actonel®, Olay®, Clairol Nice 'n Easy®, Herbal Essences®, and Head & Shoulders®. The P&G community consists of almost 110,000 employees working in over 80 countries worldwide. P&G is one of the leading consumer products companies in Canada with over \$2.1 billion in annual sales. Please visit [www.pgcanada.ca](http://www.pgcanada.ca) for the latest news and information about P&G Canada and its brands.

Visit [www.walkunitedway.org](http://www.walkunitedway.org) for post P&G Leaps and Bounds news and photos.

*Media contact:*  
Alex Mangiola  
United Way of Greater Toronto  
(416) 359-2068



**United Way  
of Greater Toronto**

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