



MEDIA ADVISORY / PHOTO OPPORTUNITY

THOUSANDS LINED UP FOR 2006 ENBRIDGE CN TOWER CLIMB

Torontonians take 1,176 steps in support of United Way

TORONTO, October 20, 2006 – More than 10,000 Torontonians are expected to climb the stairs of the World's Tallest Building this weekend for the 29th annual Enbridge CN Tower Climb for United Way.

The annual event kicked off Thursday as 2,300 students participating in the Student Climb took to the stairs. They were followed by 2,000 members of the city's corporate community, participating in the first of two of the Climb's Corporate Team Challenge events.

The Enbridge CN Tower Stair Climb for United Way is United Way's largest community fundraising event, bringing together students, corporate teams and members of the public from across the city in support of United Way.

This year, United Way of Greater Toronto marks 50 years of creating lasting change in the lives of Torontonians. Donations to United Way support its network of over 200 health and social service agencies across the city as well as the continuing work of United Way in Toronto's inner suburban neighbourhoods. United Way's 2006 fundraising goal is \$100 million for the community. Last year's event raised \$1.14 million.

Weekend photo opportunities:

Public Climb: Saturday, October 21

- Time: 6:30 a.m. to 11:00 a.m.
- Thousands of Torontonians are prepared to conquer the Tower's 1,776 steps in support of United Way.

Corporate Team Challenge: Sunday, October 22

- Time: 6:30 a.m. to 11:00 a.m.
- Participants from hundreds of teams from local corporations take to the stairs.

Spaces are available for the Public Climb on Saturday on a first-come-first-serve basis. Each participant must submit a minimum of \$50 in pledges. Pledge sheets can be downloaded at unitedwaytoronto.com.

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