



FOR IMMEDIATE RELEASE

A SHORT WALK GOES A LONG WAY FOR THE CITY

P&G Walk for United Way attracts thousands to kick off United Way campaign

TORONTO, September 11, 2006 – More than 6,000 Torontonians from across the city hit the streets yesterday for the 24th annual P&G Walk for United Way at Queen's Park.

The P&G Walk kicked off United Way's \$100 million fundraising campaign and brought together Toronto's rich cultural diversity, companies and labour groups to participate in the 4-km walk. Proceeds from the event will support United Way's work in Toronto's neighbourhoods and its network of 200 social and health service agencies helping youth, newcomers, seniors, young children, homeless people, abused women and their children, and many more.

"The 2006 P&G Walk for United Way continued on the great tradition of the last 24 years to bring together Torontonians from all walks of life for a great party and a great cause," said Frances Lankin, President and CEO, United Way of Greater Toronto. "Each year, this event celebrates diversity, family and community involvement."

Lankin was joined by Tim Penner, President P&G; Sharifa Khan and Hugh Graham, event Co-Chairs; and Amy Tong, a United Way board member.

"We are proud to partner with United Way to support a community event like this," said Penner. "The P&G Walk for United Way is about families, friends, neighbours and co-workers coming together in a spirit of compassion and co-operation to make a difference."

Event highlights:

- Live entertainment acts including Warner music recording artist Tomi Swik, Universal Music recording artists The Suits XL, Toronto-based singer Zaki Ibrahim, Juno-nominated trip hop group the Pocket Dwellers, Toronto independent recording artists LAL and Toronto Latin ensemble Barrio Lab.
- Attractions such as "the stilt-dancing sisters" Cherrisse and Cheronne Thurab, plus a live dhol band made up of more than 20 students from Toronto's Distinguished Hall of Learning
- United Way member agency marketplace featuring agencies serving communities across Toronto
- International food pavilion: Dhaba Restaurant, featuring Indian cuisine; Green Mango, featuring Thai cuisine, Jerk Thyme Restaurant, featuring authentic Caribbean cuisine
- Kids playground and Sony World play area

P&G Walk for United Way is sponsored by title sponsor P&G, and associate sponsors Tim Hortons and Sony. Media sponsors include 97.3 EZ Rock, The Toronto Star, MIX 99.9, Newstalk 1010 CFRB, Ming Pao Daily News, CanIndia News and Toronto Chinese Radio.

In 2006, United Way of Greater Toronto aims to raise \$100 million for the community. For 50 years, United Way of Greater Toronto has been working to create lasting change in the lives of Torontonians. Through research, partnerships with business, labour, government and volunteers, and by funding a network of 200 health and social service agencies, United Way identifies needs and takes action to support people and develop strong communities.

Three 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®, Mach3®, Bounty®, Pringles®, Swiffer®, Folgers®, Charmin®, Downy®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Clairol Nice 'n Easy®, Herbal Essences®, Head & Shoulders®, Gillette®, and Braun. The P&G community consists of almost 140,000 employees working in over 80 countries worldwide. P&G is the leading consumer products company in Canada with over \$2.7 billion in annual sales. Please visit www.pg.ca for the latest news and in-depth information about P&G and its brands.

United Way is P&G Canada's key community relations sponsorship. For the first time ever, in 2005, P&G Canada Toronto General office donated over \$1 million dollars to United Way. Nationally, P&G contributed \$1.6 Million. In addition to these results, United Way of Greater Toronto has also been granted US\$50,000 from the P&G fund through its Live, Learn and Thrive program for an "After School Homework Program" at Braeburn Neighbourhood Place, a United Way agency.

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