

## United Way 50<sup>th</sup> Anniversary Celebrities and Events

Over the past fifty years, United Way of Greater Toronto has received the support of various celebrities in making the annual campaign a success:

- Mayor Nathan Phillips
- Voice of Toronto Maple Leafs hockey, Foster W. Hewitt
- Toronto Blue Jays Jesse Barfield and Kelly Gruber
- Tennis all-stars Bjorn Borg and John McEnroe
- American actor and pop-culture icon Mr. T
- Olympians Silken Laumann, Mark McCoy, Derek Porter, Clara Hughes, Jamie Salé and David Pelletier
- Toronto-born comedian and actor John Candy
- Canadian journalist, author, and social activist June Callwood
- Acclaimed Canadian film director Deepa Mehta

Special Events are a key component in United Way's community engagement, and help raise awareness about the organization. Event highlights through the years:

- In 1983 Maple Leaf Gardens hosted "Sounds Like Rock", a Q107, CHUM-AM, CHUM-FM, and CFTR promoted event featuring Teenage Head, Kim Mitchell, and SanTERS.
- As part of 1984's "Sounds United", Canadian rock band RUSH performed at Maple Leaf Gardens. The event also featured a surprise appearance by Gordon Lightfoot with Patti Jannetta at the Imperial Room.
- In 1985, the South Asian Committee organized an unprecedented charity concert by world-renowned songstress Lata Mangeshkar at Maple Leaf Gardens.
- Toronto's hottest names in media put their money where their mouth was at the Media Celebrity Lip Sync Contest for United Way that ran for several years.
- In 1986, the Black Development Committee led the Toronto Arts Against Apartheid Festival featuring Bishop Desmond Tutu and Harry Belafonte.
- In 1993, Simon and Garfunkel, Gordon Lightfoot and Blue Rodeo put on a memorable concert to benefit United Way.
- In 1993, the Unique Lives & Experiences series showcased presentations by notable women such as Barbara Walters, Lauren Bacall, Sally Jesse Raphael and Jehan Sadat.
- In 1998, the Awesome Foursome concert featured Bollywood movie stars Shah-Rukh Khan, Akshay Kumar, Kajol and Juhi Chawla in a concert at Maple Leaf Gardens.
- The Enbridge CN Tower Stair Climb, started in 1978 and now United Way's most popular event, attracts more than 10,000 climbers and raises more than \$1 million a year.