

MEDIA ADVISORY/INVITATION – Central Okanagan

United Way and Ramada Hotel team up to provide PPE to local charities

Kelowna – On Wednesday, May 13, 2020, the United Way Southern Interior BC team along with the Ramada Hotel will host a unique Day of Caring® for local charities that provide front-line non-medical essential services to the community. Packages of personal protective equipment will be provided to charities that include protective masks, hand sanitizer and, if needed, feminine hygiene products.

All products were donated to United Way through various channels. Feminine hygiene products were recently donated by the North Okanagan Labour Council as part of United Way's [Period Promise](#) campaign. The charities will pick up the items at the Ramada Hotel and Conference Centre.

WHEN:

Date: Wednesday, May 13, 2020

Time: 1 pm to 4pm

WHERE:

Ramada Hotel and Conference Centre
2170 Harvey Ave, Kelowna, BC V1Y 6G8

WHO:

Photo and video opportunities and interviews can be arranged with:

Kahir Lalji, Executive Director – United Way SIBC

Maxine DeHart, Director of Sales – Ramada Hotel

Sinead Scanlon, United Way Board Chair and BDO Partner

WHY: Since the COVID-19 crisis hit, we've had contact with our local charities to assess emerging needs. Many program directors and charity leaders indicated a need for these scarce items and we know the need will continue beyond the crisis as the shutdown is gradually lifted and we all evolve to the "new normal".

BACKGROUND: United Way's across Canada jumped into action as soon as the COVID-19 pandemic started and social distancing mandates were announced. They anticipated emerging and possible dire needs for local charities, front-line community service workers and the vulnerable populations they serve. As a result, the COVID-19 Response and Recovery plan was put into action, first with the launch of an appeal for a relief fund. In collaboration with local community foundations, the fund was quickly supported by local and national corporate partners, government agencies and local donors. In the next few weeks, United Way will announce phase 1 of the relief funding and will continue to assess needs and work on phase 2 allocations

Links for more info:

United Way SIBC Relief Fund page: <https://unitedwaysibc.com/covid-19>

UW SIBC Relief Fund acknowledgement and thanks: <https://unitedwaysibc.com/covid-19-thanks>

To pre-arrange interview or media contact:

Marianne Dahl, Marketing and Communications Manager

United Way SIBC

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About United Way SIBC – United Way Southern Interior BC serves the communities of the Okanagan, Columbia, Shuswap and Similkameen regions. Formed by the merger of United Way CSO and United Way NOCS, United Way SIBC builds on over 65 years of community investment. Our mission is to improve lives and build community by engaging individuals and mobilizing collective action. The United Way invests time and resources in three focus areas that support all that kids can be, move people from poverty to possibility and build healthy, strong communities. For more information, visit www.unitedwaysibc.com or call 1-855-232-1321.