

For Immediate Release
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BC FERRIES MEDIA CHARITY GOLF EVENT RAISES \$60,000 FOR UNITED WAY

VICTORIA – For the 12th consecutive year, members of British Columbia’s media, business and government communities got together for the BC Ferries Media Charity Golf Classic at Bear Mountain Resort in Victoria on June 16, 2017. This year’s tournament raised \$60,000 to support coastal region branches of United Way thanks to 134 participants.

Co-founded by Global TV’s Keith Baldrey and the Times Colonist’s Les Leyne, the tournament is designed to achieve two things – a great day of golf with some of the top media personalities in B.C. matched with an opportunity to raise money for a great cause. Over the past 12 years, the tournaments have raised over \$720,000 to support programs for children and families.

United Way’s mission is to improve lives and build community by engaging individuals and mobilizing collective action. When you give to United Way, you support a network of services that provide a greater chance for everyone to live better lives; help children and youth gain life skills and transition to adulthood, support families that are working to meet life’s challenges, and connect seniors with their community to reduce isolation.

“BC Ferries is proud of its association with coastal region branches of United Way and the Media Charity Golf Classic so we can help to make a positive impact on the people in coastal communities,” said Mark Collins, BC Ferries’ President and CEO. “Last year, BC Ferries launched an initiative that brings together the company’s existing environmental activities, conservation efforts, community investments and new sustainability endeavours under a single program called “SeaForward”. This tournament certainly falls under the pillar of “community well-being.”

“At United Way we believe in the power of partnerships working together in a ‘united way’ to make change in our coastal communities. In 2016 United Way Greater Victoria raised over \$5 Million and assisted over 111,000 individuals, families, and children and youth through 109 different programs. All of this work would not be possible without corporate support from BC Ferries and our many media partners, donors and volunteers. Thank you for helping us build a strong and inclusive community for all,” says Patricia Jelinski, United Way Greater Victoria, CEO.

BC Ferries would like to thank all of the corporate sponsors, media representatives and the many volunteers who participated in the 12th annual BC Ferries Media Charity Golf Classic and looks forward to another successful fundraising event in 2018.

Under contract to the Province of British Columbia, BC Ferries is the service provider responsible for the delivery of safe, efficient and dependable ferry service along coastal British Columbia.

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Photo attached

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Patricia Jelinski, United Way Greater Victoria’s CEO (second from left) and Bruce Williams, United Way Greater Victoria Campaign Chair (second from right) receive a cheque for \$60,000 from the Global TV’s Keith Baldrey (far left), the Times Colonist’s Les Leyne (centre) and BC Ferries’ President & CEO Mark Collins (far right). Funds raised at the 12th Annual BC Ferries Media Charity Golf Classic will help make a positive impact on vulnerable children, youth, families and seniors in coastal communities.