



United Way
Central & South
Okanagan Similkameen



United Way delivers car seats to families in need in Penticton

Penticton (October 31, 2017) – United Way CSO staff delivered 10 car seats to the Penticton and District Community Resources Society (PDCRS) on Tuesday as part of the Child Safety Initiative, a partnership between United Way CSO, Central Okanagan Foundation and KGH Foundation who joined forces again to purchase car seats at a discounted rate through corporate partner Costco Kelowna. Budget Car and Truck Rentals donated the cube van for the South Okanagan/Similkameen trip.

“Some of the families we work with live on limited incomes and work really hard to make ends meet,” says Ian Gerbrandt, Director of Child, Youth and Family Services at PDCRS. “It’s piece of mind knowing that their kids are safe in a brand new car seat. The convertible car seats grow with the kids and help stretch their dollars for other things that the family needs.”

Eligible families in Penticton who can’t afford a car seat can apply for them at PDCRS. A total of 84 car seats will be distributed to agencies within the United Way CSO region.

United Way also provides funding to PDCRS to support their family assistance program that provides subsidies to families for childcare and other supports. United Way and PDCRS also collaborate on other crucial community initiatives such as *100 Homes Penticton*, the Emergency Transportation Assistance program, which provides free bus tickets for PDCRS clients.

The 2017 United Way fundraising campaign is well underway and needs your help to raise funds to meet the growing needs of the community. For more information about local investments or to donate, visit: unitedwaycso.com.

About United Way CSO:

For over 65 years, the United Way of the Central and South Okanagan/Similkameen has served the region from Lake Country in the North, to Osoyoos and Princeton in the South. Our mission is to improve lives and build community by engaging individuals and mobilizing collective action. The United Way invests in three focus areas that support all that kids can be, move people from poverty to possibility and builds strong communities. We also invest resources in local capacity building and community initiatives that address some of the most pressing needs in the community such as poverty and homelessness. For more information, visit unitedwaycso.com or call 1-855-232-1321.

Together, we are possibility.

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Photo (from left to right): Ian Gerbrandt, Traci Ingbritson of PDCRS and Reanne Holden-Amadio of UWCSO

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