

For Immediate Release

July 21, 2010

Brant United Way Announces New Executive Director

Brantford - Brant United Way Board President Mr. Paul Oddi announced today that Mr. Brad Park has been appointed as the new Executive Director. Mr. Oddi noted that the Board has taken advantage of the past few months to engage in consultation with community partners, and to review the organization to ensure that its priorities are fine-tuned to maximize United Way's impact in the community. "Our priority at this time is to meet the needs of our community through our member agencies. We can best do this through innovative Campaign initiatives. The need for services and programs provided by the voluntary sector has grown exponentially, and we believe this will continue. Our mission is to increase the level of assistance to a broader number of recipients to satisfy growing community needs, and we believe Brad has the skills to complement our staff team to accomplish our mission."

Mr. Park comes to Brant United Way with over sixteen years of experience with the Cambridge and North Dumfries United Way, most recently as the Director of Resource Development.

"It's a privilege to be chosen to lead such an exceptional organization. I am very passionate when it comes to the work United Way does and this opportunity is a natural fit regarding my professional life and volunteer involvement. I am confident that along with the committed staff, outstanding volunteer base and community support here in Brant, we will take Brant United Way to new heights. "

Mr. Park is past president of the Kiwanis Club of Cambridge where he resides with his wife and two daughters, he will assume his duties at Brant United Way on August 16th.

Brant United Way has been supporting community agencies to create opportunities for a better life for citizens of Brantford and Brant County for 57 years . Brant United Way currently supports a network of 18 agencies that provide over 50 programs and services to strengthen individuals, families, and our community.

For more information on Brant United Way call (519) 752-7848 or visit our website at www.brantunitedway.org