



Fact Sheet: Enbridge CN Tower Climb for United Way

CN Tower Fast Facts

- Last year, 12,000 climbers raised more than \$2 million for their community
- Participants climb 1,776 steps, or about 342 metres, to get to the observation deck
- It takes the average person 30 minutes to complete the climb, but Brendan Keenoy set the record in 1989 by reaching the top in just 7 minutes and 52 seconds
- 2009 will mark the event's 32nd anniversary
- Since 1978, more than 153,000 people have stepped up to support their community

Dates

CORPORATE TEAM CHALLENGE 1

Thursday, October 22, 2009, 6:00 pm - 8:00 pm

STUDENT AND PUBLIC CLIMB

Saturday, October 24, 2009, 6:00 am - 11:00 am

CORPORATE TEAM CHALLENGE 2

Sunday, October 25, 2009, 6:00 am - 11:00 am

United Way Fast Facts

- United Way's citywide fundraising goal for 2009 is \$107.5 million
- United Way supports a network of about 200 agencies that provide vital services to hundreds of thousands of people across Toronto every single day
- United Way is working to address the root causes of our city's social challenges by getting at issues before they become issues in the first place:
 - Investing in building strong neighbourhoods
 - Working to engage residents and build social networks in priority neighbourhoods
 - Investing in Community Hubs that will offer much-needed community services in priority neighbourhoods

Why this year is important

- Reports suggest the recession may be ending, but there's a long delay between things getting better in the market and things getting better in the community
- People who were struggling in good economic times are falling even further behind
- United Way agencies continue to see significant increases in demand for services
- United Way is focused on doing everything it can to cushion the impact of the economy on our community by maintaining stability to these frontline agencies