



United Way
of Peel Region

December 21, 2009

GlaxoSmithKline demonstrates extraordinary generosity
\$100,000 gift to help close United Way campaign gap

MISSISSAUGA — Responding to a plea for extra support, GlaxoSmithKline Inc. today presented United Way of Peel Region with \$100,000 to help reduce the anticipated gap in United Way's \$12.75-million 2009 campaign. The extraordinary gift comes in addition to the \$270,348 already contributed to United Way by GlaxoSmithKline and its employees during the 2009 campaign.

"It is in times of greatest need that many Canadians look to the United Way for support and relief, which is why GSK is proud and honoured to continue supporting the United Way of Peel Region and its funded agencies who tirelessly serve the communities in which we live and work," says Paul Lucas, President and CEO of GlaxoSmithKline Inc.

Lucas is deeply familiar with the United Way campaign, having successfully led the Peel fundraising efforts in 2003.

This has been an extremely difficult year for the Peel community. The stress, anxiety and hardship caused by the recession means that more people than ever are turning to the services and programs supported by United Way. Some agencies have reported as much as a 300 per cent increase in demand. After government, United Way is the largest funder of social services in Peel. More than 100 programs, delivered through 53 community agencies, receive United Way funding. Without it, many would be in jeopardy.

"The outstanding generosity and leadership shown by GlaxoSmithKline is inspiring and deeply appreciated," said United Way CEO Shelley White. "A few weeks ago we asked our community to demonstrate radical generosity. GlaxoSmithKline embraced that challenge and we are now closer to meeting our goal. The real beneficiaries, however, are the hundreds of thousands of people in our community who turn each day to the network of support funded by United Way."

There is still time for individuals and organizations to contribute to United Way's 2009 campaign. All donations received (or postmarked) by December 31 are eligible for a 2009 tax receipt.

Donors can make a gift in the following ways:

- Donate online at www.unitedwaypeel.org
- Call 905-602-3650 to make a donation by credit card.
- Give through United Way's *Gifts with Purpose* program to honour friends, family, colleagues, or clients. Visit www.unitedwaypeel.org
- Mail a cheque, payable to United Way of Peel Region, to 5170 Dixie Road, Suite 300, Mississauga ON L4W 1E3.
- Make a gift of stock or marketable securities. Contact Chris Meyer at 905-602-3634 for more information.
- Make a corporate gift or host a United Way campaign in your workplace. It doesn't take long to organize and we provide all the resources you need. Contact Christine Lynch at 905-602-3648 to sign up.

About United Way of Peel Region

United Way of Peel Region was established in 1967 and serves the communities of Brampton, Caledon and Mississauga. Through its Community Fund, United Way invests in services, programs and initiatives that develop resilient people, grow strong families, and build vibrant neighborhoods and communities. The mission of United Way of Peel Region is to engage with our community, through partnerships, to ensure people are cared for, connected and included.

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