

**FOR IMMEDIATE RELEASE**

# **United Way Halifax visually shows massive demand for support.**

**Eye-opening installation helps locals grasp the true scale of over 100,000 people in HRM needing support.**



*Giant 107 foot long banner installed at 60 Windmill Dr. (Dartmouth Commons)*

**DARTMOUTH, NS, DECEMBER 15TH** —United Way Halifax estimates that 100,000 people in the community are in need of support. That number is difficult for some people to grasp, so as part of our “One Hundred Thousand” campaign, we’ve installed a giant 107 foot-long banner containing 100,000 randomly generated names to show just how big that number is.

“Each name on the banner represents one person in HRM lacking the safety, healthy food, housing stability, belonging, mental health support, or connection they need to live well,” says Sara Napier, the CEO of United Way Halifax. “That number includes people of all ages, even children. Donations to United Way Halifax can help shorten the list.”

Earlier this year, United Way Halifax raised over \$4.5M to help those in need make it through the first wave of the pandemic. But that money has since been put to good use and the demand for support is still bigger than ever.

This massive eye-opening installation is the final of three visual demonstrations United Way Halifax has created this month, and is located at 60 Windmill Road, in the Dartmouth Commons. Previous efforts included an impactful [long scrolling website](#), and a powerful [video of a printer](#), both of which also display just how big the demand for our support is.

The United Way Halifax team has gone to great lengths to bring these installations to life and the sheer scale of this banner will really be a sight to see in person. “We invite people to come out and see the banner and reflect on how they might be able to make a difference,” says Napier. “Every donation is invested for maximum impact and will help make HRM a better and safer place for everyone.”

Media are welcome to view this installation today, December 15, until Friday, December 18. If you have any further questions please reach out to our team. We’re also happy to arrange interviews on location.

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## **ABOUT UNITED WAY HALIFAX**

United Way Halifax is a donor-funded, community building organization and a local leader in poverty solutions. They create opportunities throughout the year to bring people together, make local issues #UNIGNORABLE, and remove barriers for those experiencing poverty, homelessness and isolation. They help donors, volunteers, partners and advocates unleash their local love by connecting their desire to make a difference with real impact and meaningful action. Their vision is for Halifax to be a city united by compassion, rich in opportunity and free from poverty. In 2018, United Way Halifax published Building Poverty Solutions, a report that drives the organization’s work.

## **ADDITIONAL RESOURCES**

[Banner downloads](#) – pictures and video of the installation

[Media kit](#) – includes additional hi res photos and videos of the 100,000 campaign

[United Way Halifax Media Page](#) – includes fact sheets

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## **MEDIA CONTACT**

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