



**United Way**  
British Columbia

Working with communities in BC's  
Interior, Lower Mainland, Central  
& Northern Vancouver Island

NEWS RELEASE  
June 27, 2023

## Life is made easier for those experiencing period poverty in British Columbia

*United Way BC's 2023 Period Promise campaign collects over half a  
million menstrual products over four weeks*



**Burnaby, B.C.** – United Way British Columbia (United Way BC) – working with communities in BC's Interior, Lower Mainland and Central & Northern Vancouver Island is proud to announce that the 2023 Period Promise campaign, presented by Pacific Blue Cross in partnership with CUPE 1816, to date has received 500,000 (and counting) donated menstrual products and just over \$54,000 in monetary funds, donated at 73 collection sites across the regions United Way BC serves in the province.

In the coming weeks, the donated menstrual products will be distributed to over 100 frontline non-profit agencies and United Way Food Hubs across the regions United Way BC serves. Thanks to the collective efforts of organizations, communities, and individuals across the province, more British Columbians experiencing period poverty will have improved access to life-essential menstrual products in their communities.

“We are amazed by the collective efforts of organizations, community partners and individuals across our province in raising awareness and period product donations for this year's United Way Period Promise campaign,” says Rob Chiarello, SVP, People and Culture at Pacific Blue Cross. “With over half a million period products collected, more British Columbians will have access to essential period products. Once again, this year's campaign has shown us that together, we can make a meaningful difference in elevating menstrual equity, alleviating period poverty and contributing to healthier, more inclusive communities.

The annual campaign, which kicked off on May 16 and ran until June 13 this year, aims to tackle the pervasive issue of period poverty as the rising cost of living and inflation make affording and accessing menstrual products more challenging.

“Period poverty is an issue that has long been hidden in the shadows due to the stigmatization surrounding menstruation, said Angelene Prakash, Co-Chair for the Period Promise Community Action Group. United Way’s Period Promise campaign has been a driving force in British Columbia in elevating the subject from the shadows and into the light as demonstrated by the increased participation by community members and the resulting production donations across the province this year. It was inspiring and heartwarming to witness the collective spirit of community members in participating and contributing to this important cause.”

Although this year’s campaign has come to an official end, United Way BC will continue to accept menstrual products donations at all its regional offices and will also accept monetary donations. Those interested in donating can do so [here](#).

Let us continue to stand united in our efforts to eradicate period poverty, ensuring menstruation is never a barrier to anyone’s well-being and success.

-30-

> **PHOTO AND VIDEO:** Photos and b-roll footage can be found at this link: <https://uwbc.canto.com/b/IB9G2>

> **ADDITIONAL INFORMATION AND TO DONATE:** <https://uwbc.ca/program/period-promise/>

**About United Way British Columbia – working with communities in BC’s Interior, Lower Mainland and Central & Northern Vancouver Island**

United Way supports healthy, caring and inclusive communities by strengthening vital connections that support people in need. Representing the six regions of Central and Northern Vancouver Island, East Kootenay, Lower Mainland, Southern Interior, Thompson Nicola Cariboo, and Trail and District, our organization serves a population of more than 4 million people, with a focus on kids and youth, seniors, poverty, mental health and food security.

[www.uwbc.ca](http://www.uwbc.ca)

Interviews are available with Alexa Graf, Capacity Building Specialist, United Way BC.

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