

NEWS RELEASE
January 8, 2024

United Way British Columbia Tree of Lights Wraps Up *Annual campaign raised funds to support local children and youth programs in Prince George*



Prince George, B.C. – United Way British Columbia (United Way BC) — working with communities in BC's North, Interior, Lower Mainland, and Central & Northern Vancouver Island is thrilled to announce the final results of the 5th annual 2023 Tree of Lights campaign, which officially ran from December 7 to 21 and donations were accepted until January 4. This campaign, a re-invigoration of a well-known Prince George holiday celebration, entailed the lighting of a 10-foot tree inside the Coast Prince George Hotel by APA as donations came in toward the initiative. This year, the campaign raised \$28,264 which will go towards programs and services for children and youth in Prince George.

Different from previous years, the Tree of Life was placed inside the lobby of the hotel instead of on top of its rooftop outside. This new way of experiencing the Tree of Lights gave the organizers a chance to dedicate their time toward creating joy for the community with events, contests, an open house, and photo ops. Even those unable to attend these events in person could enjoy them through digital means, such as a livestream of Santa reading children's stories.

"The connection with the community through this campaign makes the Tree of Lights a truly important piece of the work we do and through it, we are thrilled to be able to provide funding for critical programming for the children and youth of Prince George," says Trista Spencer, Executive Director, Community Investment & Impact, Northern BC Region, United Way British Columbia. "We are so happy that we were able to bring the light of hope to the community this holiday season and our gratitude goes to all of those who supported the campaign through sponsorships and donations. Thank you!"

This campaign was made possible by wonderful volunteers, generous donors, as well as incredible sponsors and media partners. This year's Tree of Lights would not have been possible without the sponsorships and efforts of the following organizations: The Coast Prince George Hotel by APA, Canfor Good Things Come From Trees, Van Kam, TC Energy, Timken, Houle Electric, Centerra Gold, Carrier Lumber, Four Rivers Co-operative, North Central Labour Council, BC Northern Real Estate Board, Remax, and RBC. United Way BC is excited to see what the future holds for this modernized tradition.

To see the impact of the Tree of Lights, and support other United Way British Columbia initiatives, visit <https://uwbc.ca/campaign/tree-of-lights/>.

-30-

About United Way British Columbia – working with communities in BC's North, 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 five regions of Central and Northern Vancouver Island, Lower Mainland, Southern Interior, Thompson Nicola Cariboo, and Northern BC, our organization serves a population of more than 4.5 million people, with a focus on urgent response, kids and youth, seniors, poverty, mental health and food security.

www.uwbc.ca

Media contact:

Pinder Rehal
Public Relations, Marketing & Communications
United Way British Columbia
PinderR@uwbc.ca
Cell: 647.542.8545