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Media Release

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For Immediate Release

Put Your Director to Work Day Raffle for the United Way returns

PETERBOROUGH – Peterborough Victoria Northumberland and Clarington (PVNC) Catholic District School Board is excited to launch the third annual *Put Your Director to Work Day* raffle.

Director of Education Michael Nasello is once again raffling himself off to raise money for local United Way campaigns.

One lucky PVNC employee will get a day off to kick up their feet, while Nasello rolls up his sleeves and does their job for the day. In 2016, Nasello took on the role of EA at St. Paul CES Lakefield. Last year, he was thrust into the heart of the Board's busy IT department, overseeing the IT Helpdesk at the Catholic Education Centre.

This year, there are some changes. The raffle will be open to employees who commit to donate to the United Way through payroll deduction. Any employee who commits at least \$1 per paycheck will be automatically entered into the draw. Each dollar committed through payroll deduction will earn an entry into the raffle. So an employee who commits \$1 per pay is entered once. An employee who commits \$5 per pay is entered five times. The winning employee will be announced in the new year.

"Last year, I had a great time working the IT Help Desk and I learned a lot about the department and the dedicated employees who help keep our technology running smoothly," Nasello said. "I'm excited to find out where my next assignment will be."

The 2018 PVNC United Way Campaign launched on Oct. 3, 2018 and will run until Monday, Dec. 3, 2018. Thanks to the generosity of PVNC staff, the board raised a combined total of more than \$60,000 for the four area United Way campaigns in our jurisdiction in 2017.

But the needs in our communities continue to increase and so too should our fundraising efforts. We're setting a 15% increase in our goal and hope to raise \$69,000 board-wide in 2018 with a focus on increasing the total number of employees donating by payroll deduction in our schools by 50%. The *Put Your Director to Work Day* raffle is one incentive to help make that happen.

"Every year we support the United Way's mission as it works to empower some of our communities' most vulnerable people and fund important social services that some of our students and their families rely on," Nasello said. "This raffle is also a great opportunity to recognize the important roles all of our staff play in ensuring our students are given every opportunity to succeed."

PVNC is pleased to partner with four United Way campaigns in Peterborough, Durham, Kawartha Lakes and Northumberland.

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- 30 -

For more information, please contact Galen Eagle, PVNCCDSB Communications Manager, at:
(705) 748-4861 ext. 245 or geagle@pvncdsb.on.ca