



# MEDIA ADVISORY

## *Discover what matters to Winnipeggers at the launch of Winnipeg's Vital Signs® 2017*

Winnipeg's Vital Signs® 2017 is a snapshot of life in Winnipeg. It measures the vitality of our community by combining research with the results of community surveys and conversations.

**When: Thursday, Oct. 5, 2017, 4:30 – 6:30 p.m., remarks at 5:15 p.m.**  
**Where: Alloway Hall, Manitoba Museum, 190 Rupert Avenue**

- This is the first time the report will be available
- Learn about significant needs and trends as identified by citizens and supported by research
- Discover what the report means for The Foundation
- Featuring presentations from:
  - SkyWomen Singers
  - Green Action Centre ED Tracy Hucul
  - Foundation CEO Rick Frost
  - Foundation Board Chair Justice Deborah McCawley
  - More

Media is invited to attend this event. Interviews with presenters can be arranged.

Vital Signs is a national program led by community foundations and coordinated by Community Foundations of Canada that leverages local knowledge to measure the vitality of our communities and supports action towards improving our quality of life. Started by the Toronto Foundation in 2001, today close to 100 communities around the world use Vital Signs to mobilize the power of community knowledge for local impact.

-30-

### *Media inquiries/questions:*

LuAnn Lovlin, CFRE      Director of Communications, The Winnipeg Foundation  
[llovlin@wpgfdn.org](mailto:llovlin@wpgfdn.org)      T: 204.944.9474 ext. 232    C: 204.781.9336

**Chief Executive Officer**  
Richard L. Frost

#### **Board of Directors**

Justice Deborah McCawley, CHAIR      Tracy Graham, CA  
George Bass, q.c.                              Gerry Labossière, CA  
Doneta Brothie                                  Patricia Mainville  
Tom Bryk, FCA                                   Susan Millican  
David Cohen                                      Maureen Prendiville  
Carolyn Duhamel                                Robert G. Puchniak, CFA  
Spencer Duncanson                             Anita Southall  
Albert El Tassi                                    Mayor Brian Bowman, Ex-Officio  
Daniel Friedman

#### **Appointing Board**

Lieutenant-Governor of Manitoba  
Chief Justice of Manitoba  
Chief Justice of the Court of Queen's Bench  
Mayor of the City of Winnipeg  
Registrar-General of Manitoba