

MEDIA RELEASE

The Winnipeg Foundation celebrates successful Centennial River Trail, announces five-year title sponsorship of this important winter tradition

Thanks to generous Winnipeggers, \$35,000 distributed to local charities through Centennial River Trail Contest

For immediate release: Friday, March 5, 2021 – For 61 days this winter, Winnipeggers enjoyed our winter city by skating, biking, walking, rolling, running, skiing, and snowshoeing on The Winnipeg Foundation Centennial River Trail. In celebration of its 100th birthday in 2021, The Winnipeg Foundation was pleased to support this important outdoor community space at The Forks. The Foundation is thrilled to announce it will extend its title sponsorship for five more years, ensuring continued community access to this important amenity.

“In a year when people were clamouring for safe outdoor recreational activities, Winnipeggers flocked to The Winnipeg Foundation Centennial River Trail at The Forks,” says Doneta Brotchie, Board Chair, The Winnipeg Foundation. “By sponsoring the River Trail and ensuring access to this highly anticipated winter tradition, The Winnipeg Foundation is upholding its vision of creating ‘a Winnipeg where community life flourishes for all.’ We are thrilled to extend this lead sponsorship by five more years.”

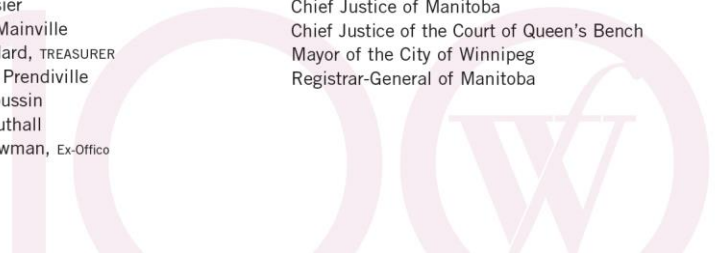
“In a year like no other, The Winnipeg Foundation’s support for the River Trail enabled us to collectively do more for our city, offering a free public amenity for everyone,” says Clare MacKay, VP, Strategic Initiatives, The Forks. “Their mission, to strengthen community well-being, and ours, to create a meeting place, open and accessible to all, align perfectly. We couldn’t imagine a better partnership for this cherished winter playground and are thrilled to welcome them as the title sponsor of the trail for the next five years.”

Chief Executive Officer
Richard L. Frost

Board of Directors
Doneta Brotchie, CHAIR
George Bass, q.c.
Hazel Borys
Tom Bryk, FCPA, FCA
Dr. Tina Chen
Phil Chiappetta
Albert El Tassi
Daniel Friedman
Tracy Graham

Joy Loewen
Dan Lussier
Patricia Mainville
John Pollard, TREASURER
Maureen Prendiville
Diane Roussin
Anita Southall
Brian Bowman, Ex-Officio

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





To celebrate its centennial, The Foundation held a special contest where people could share a selfie for a chance to win a \$1,000 grant for their favourite local charity. More than 200 people participated, nominating 85 local charities. Thanks to Winnipeggers' generosity, \$35,000 was distributed to a diverse group of 35 local charities. See the complete list in the attached backgrounder.

"Many things were different in our community when we were established 100 years ago. However, one thing that has remained the same is the concept that we can achieve more when we work together. This continues to guide our work to this day," says Richard L. Frost, CEO, The Winnipeg Foundation. "We are proud to be Canada's first community foundation, and to be a leader in the community foundation movement."

Additional centennial celebrations are planned throughout the year, dependent on gathering restrictions. Details will be available at wpgfdn.org/100. Stories of The Foundation's activities during the past 100 years are available on [a special website](http://wpgfdn.org/100), wpgfdn.org/100.

*The Winnipeg Foundation is For Good. Forever. We help people give back to our shared community by connecting generous donors with Causes they care about **For Good**. We are an endowment-based public foundation, so gifts are pooled and invested, and the annual earnings are distributed back to the community **Forever**. Formed in 1921, we are proud to be the first community foundation in Canada.*

-30-

Media inquiries/questions:

Stacy Cardigan Smith, MPNL
Communications Associate
The Winnipeg Foundation
C: 204.230.2939 E: ssmith@wpgfdn.org



BACKGROUND

Centennial River Trail Contest Winners

The following people shared a selfie and won a \$1,000 grant for their local charity of choice. You can view all the selfie images [here](#).

Week 1

Cindy Wright - Siloam Mission

Jennifer Clark - North Point Douglas Women's Centre

Corey Quintaine & Kurtis Kowalke - Rainbow Resource Centre

Rebecca Van Ginkel - OHEYS Autism Programs

Rhonda Taylor - Career Trek

Week 2

Dr. Linda Hamilton - Manitoba P.E.O. Foundation

Cayden Carfrae - West Central Women's Resource Centre

Kat Rother - Winnipeg's Contemporary Dancers

Lisa Webinger - Winnipeg Pet Rescue Shelter

Signy Thorsteinson - Scandinavian Cultural Centre of Winnipeg

Week 3

Breanna Drennan-Bilyk - Transcona Memorial United Church (Transcona Food Bank)

Craig Holigroski - Winnipeg Jazz Orchestra

Week 3 cont.

Karyn Kumhyr - Rainbow Harmony Project

Barb Greenham, Lori Hunter, Marina Albo - New Directions for Children, Youth, Adults and Families

Rachel Scaletta - Actionmarguerite

Week 4

Carman Johnston - Prairie Theatre Exchange

Derek Page - The Dream Factory

George Orallo - CancerCare Manitoba Foundation

Patricia Garrod - Scleroderma Association of Manitoba

Theresa Thomson - Manitoba Theatre for Young People

Week 5

Barb Howie - Costume Museum of Canada
Michelle Holigroski - Shakespeare in the Ruins

Miriam Betzner Christensen - 1JustCity
Sean Gutheil and Nicole Kjartanson - Women's Health Clinic

Yvette Page - Main Street Project





Week 6

Suzanne Swanton, Patti Makinson and Chanique Phillips - Continuity Care
Britney Wilson, Angelica Castro, Josephine Armah and Ana Grabovac - CanU Canada
Marnie Loewen - Open Access Resource Centre
Lynne Skromeda - Winnipeg Folk Festival
Bryan Mintenko - Green Action Centre

Week 7

Amy May - FortWhyte Alive
Candace Rea (Grace) - United Way Winnipeg (Koats for Kids)
Jenn Walton - Royal Winnipeg Ballet
Rosemary Wavinya - Graffiti Art Programming
Wendy Schettler - Alzheimer Society of Manitoba

