

Freezing for the United Way

November 4th, 2009

Fifty-three Asper School of Business students will raise money for the charitable organization the United Way by jumping into ice-cold water on November 5. They will be joined by professors and faculty members.

Dubbed “Chillin’ for Charity” the event is tied to the JDC West business competition held for students by students in Prince George, B.C. JDC West competitions have a humanitarian leadership focus to them and since its inception in 2006 it has raised \$400,000 for charity. The U of M’s team hopes to raise over \$10,000 this year.

Participants will be able to warm themselves in a hot tub sitting in the back of a 1965 GMC fire truck.

When: Thursday, November 5, 2009 at 11:00 a.m.

Where: Outside the Asper School of Business, 181 Freedman Crescent, Fort Garry Campus

For more information please contact Sean Moore, public affairs, University of Manitoba, at (204) 474-7963 (sean_moore@umanitoba.ca).

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