



United Way
Thunder Bay

FOR IMMEDIATE RELEASE

Facing Forward: New United Way of Thunder Bay initiative is getting masks into the hands of people who need them most

Thunder Bay, ON, February 23, 2021- United Way of Thunder Bay is providing cloth masks to the most vulnerable people in the community. Today the organization announced ***Facing Forward*** in partnership with the Thunder Bay Community Foundation, Thunder Bay District Health Unit and City of Thunder Bay. The initiative provides workplaces, families, and organizations with a way to purchase cloth masks for themselves, while, at the same time, helping to provide masks for those in most need.

Says Albert Brulé, CEO of United Way of Thunder Bay; “As our community continues to grapple with the coronavirus pandemic, it is important that we adopt all necessary measures to protect ourselves and our communities against the spread of COVID-19 in our area. United Way of Thunder Bay believes everyone deserves fair access to masks, but unfortunately many don’t have the means to purchase cloth masks for themselves or their families.”

United Way of Thunder Bay has also identified that many isolated seniors have difficulties buying masks online. Facing Forward also responds to that need. There are different ways to participate in the Facing Forward initiative to help protect the communities most vulnerable.

1. ***Retail purchase (individual masks):*** Masks are available for individual purchase for \$14.99 + HST at Ungalli Clothing Co. located at 16 Cumberland Street South. For curbside pickup please order your mask online at: www.ungalli.com/products/facingforwardmask

With the purchase of each mask, you are supporting the provision of a free mask to a vulnerable community member.

2. ***Online purchase (orders of 10 masks or more):*** Visit www.uwaytbay.ca/facingforward. Masks are available in bulk at a discount with a minimum order of 10 masks required.
3. ***Donation:*** People, businesses and organizations can donate funds to support the purchase of masks to be distributed free of charge to vulnerable community members.



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Newmont, Impala Canada and Port Arthur Rotary Club are the first to step forward and make a donation to support Facing Forward. As a result of the contributions, 3,500 masks will be provided to local frontline organizations to distribute to those that need them most.

Says Don Burke, General Manager of Newmont Musselwhite Mine; “It was a very easy choice for Newmont Musselwhite Mine to come on board with United Way’s Facing Forward initiative. As we continue to navigate our way through the COVID-19 pandemic, it is crucial that everyone has the means to protect themselves and others, and Musselwhite is committed to helping our community make this easier by ensuring families and individuals in need are able to do their part as well. Thank you to United Way and all who are a part of the Facing Forward project, for continuing to put the safety of our community first and foremost.”

Says Bryan Wilson, General Manager of Impala Canada; “The pandemic has been challenging for everyone in the Thunder Bay community, but we have learned that together, we are better. Health and safety is our number one priority at the Lac Des Iles Mine, and helping to get masks into the hands of those who need them most right now in Thunder Bay is part of this commitment. Through the United Way’s Facing Forward Campaign, we also recognized the opportunity to support local business. All masks purchased from our donation are being made by a local company, Ungalli Clothing Co. Thank you to United Way of Thunder Bay for bringing people together in this act of care for all.”

“Since the beginning of this health crisis there has been incredible support to help United Way of Thunder Bay address the needs of vulnerable community members. Facing Forward is helping us do even more,” continues Brulé, “The more masks we sell through Facing Forward, the more masks we’ll be able to distribute to people who can’t afford or access them. Buy, give, or even donate a mask.”

For further details please visit: uwaytbay.ca/facingforward

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