



UNITED CHESED
OF TORONTO

NEWS RELEASE

FOR IMMEDIATE RELEASE

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United Chesed Welcomes Moe Rosenberg as New Fundraising Coordinator; Furniture Initiative

Toronto, Ont., June 11, 2013 – United Chesed is excited to welcome a new member to its team, Moe Rosenberg, as its Fundraising Coordinator; Furniture Initiative. As Coordinator, Mr. Rosenberg will be overseeing the marketing and sales of furniture items donated to United Chesed by top Canadian furniture retailers. United Chesed sells these donated pieces to the public at greatly discounted prices, with all proceeds going towards its poverty and hunger relief programs.

Though slightly imperfect, and therefore unable to be sold in store, the donated items are brand new, high quality pieces from well-known designer lines, making the program especially appealing to newlyweds, young families or anyone decorating on a budget. However, while the program is about a year old, prior to the hiring of Moe, it did not have its own Coordinator and awareness of the program was predominantly spread through word of mouth.

“We’re hoping that with Moe on board, we’ll really get the word out,” said Bernice Chaplin, United Chesed’s Manager of Client Services. “This is a great chance to support an important cause while actually buying really beautiful furniture, so the interest in it is very large - we just needed the right person to step up and let everyone know about it!”

Mr. Rosenberg joins United Chesed with over five years of sales experience and a passion for serving the Toronto Jewish community: “After learning what United Chesed is all about, I jumped at the opportunity to get involved. It's an honour to be able to work with such an amazing, inspirational group of people. As the new Fundraising Coordinator for their Furniture Initiative, I'm extremely excited to start making a difference!”

For more information about the Furniture Initiative, contact Moe at 905 738 3339 or uctfurniture@gmail.com.

About United Chesed of Toronto: United Chesed of Toronto is a not-for-profit organization established by Dr. Brian Price in 2003. Its vision is to foster a community that supports and stabilizes those struggling with poverty. The organization offers urgent and short-term relief to families and individuals in crises situations, responding with immediacy, care, and discretion to the pleas of Jews from all walks of life and affiliations. Each year, UCT distributes over \$50,000 in food coupons and other forms of financial assistance. It also facilitates thousands of donations of furniture, household items, medical equipment and other recyclable goods through its extensive online network, and runs a number of annual drives including a High Holiday Food Drive, School Supplies Drive, and Toiletry Drive. Chesed means kindness or charity in Hebrew.

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Visit the United Chesed Website at www.UnitedChesed.com.



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