



RED DEER & DISTRICT  
COMMUNITY  
FOUNDATION  
*all for community.*

RED DEER'S

**VitalSigns®**

**MEDIA RELEASE**

FOR IMMEDIATE RELEASE  
ATTENTION: NEWS EDITOR

### **Red Deer's Vital Signs Invites you to be a Community Grader!**

(Red Deer, AB, July 25, 2011) Have your say! Red Deer & District Community Foundation is inviting everyone to participate in this year's Vital Signs community survey!

Vital Signs is a compilation of indicators that measure our community vitality through 12 Issue Areas: Arts and Culture, Housing, Safety, Gap Between Rich and Poor, Environment, Health and Wellness, Learning, Getting Started, Getting Around, Belonging and Leadership, Work and Innovation. The indicators in each issue area are put into context, mostly comparing it to provincial and national information. The data collected is presented to the community for feedback, to spark important community conversations, and share opportunities for action.

The survey will run from July 25- August 31<sup>st</sup> this year and is available online at the Community Foundation website at [www.reddeeranddistrictcommunityfoundation.ca](http://www.reddeeranddistrictcommunityfoundation.ca). If you wish to obtain printed surveys, please contact the Community Foundation at (403) 341-6911.

"The final grading of these indicators will provide the Community Foundation with important feedback as we continually review and update our fund development and grantmaking programs. Red Deer – and Central Alberta – has grown and changed so much in the past few years – we believe that the public will find these statistics to be not only informative, but very interesting! Completion of the survey will take about 30 to 45 minutes – it's a comprehensive document – we're sure the residents will find it a worthwhile activity, and we certainly value the community's input in this project." says Janice Wing, Chief Executive Officer, Red Deer & District Community Foundation.

This year, 22 Community Foundations across Canada are participating in this national initiative, coordinated nationally by Community Foundations of Canada. It is based on a project of the Toronto Community Foundation. Vital Signs® trademark is used with permission from Community Foundations of Canada.

**For more information about Red Deer's Vital Signs, please contact:**

**Kristine Bugayong**  
**Project Coordinator, Vital Signs 2011**  
**Coordinator for Communications and Grants**  
**Red Deer & District Community Foundation**  
**Phone: (403) 341-6911**  
**Email: [kristinebugayong@rddcf.ca](mailto:kristinebugayong@rddcf.ca)**

**Janice Wing**  
**Chief Executive Officer**  
**Red Deer & District Community Foundation**  
**Phone: (403) 341-6911**  
**Email: [janicewing@rddcf.ca](mailto:janicewing@rddcf.ca)**