

## Coldwater Creek gets recognition

BY KATIE LOOBY • LOVELAND CONNECTION • OCTOBER 24, 2009

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LOVELAND - Employees at Loveland's Coldwater Creek store who raised money for United Way of Larimer County through a fund-raiser, dessert contest and bake sale were recognized Friday with the Pacesetter Award.

"This year, above all years, I think it's incredibly important that as a community we come together, whether it's a small contribution or a large contribution - together it really does make a difference," said Gordan Thibedeau, president and CEO of United Way of Larimer County.

The store in the Promenade Shops at Centerra was the first Coldwater Creek store in the nation to create a local United Way fundraising campaign.

Employees Barb Dieterle and Liz Garcia chaired the campaign.

"It really was a lot of fun for our whole store, and we all got involved. It was a group effort," Dieterle said. "We had a lot of fun putting this together and we'll do it again next year."

The United Way annually awards a company in the community with the United Way of Larimer County Pacesetter Challenge Award, a traveling trophy which includes plaques from all the former winners. United Way started the award in 1989.

Businesses organize fundraising campaigns, and the organization with the highest increased percentage in employee participation and employee giving dollars wins.

United Way challenges Pacesetter companies to increase contributions and donors by more than 15 percent from the previous year.

This year, Coldwater Creek increased worker participation by 633 percent, and donations by 496 percent.

More than 20 Coldwater Creek employees participated in an Evening by the Lake, which took place at Dieterle's home.

Everyone brought food and participated in a potluck and about a dozen people participated in a dessert contest. The 22 couples who attended donated \$20 per couple for the event.

"That was really a lot of fun," Dieterle said. "That was our biggest fundraiser."

Store employees also hosted a bake sale, and sales associates pitched in \$5 each to wear jeans on several Fridays.

Together Coldwater Creek raised \$620.

"It was just a fun opportunity and brought our store together," Dieterle said. "We're just really dedicated to serving the community."