



LIVEUNITEDANC.ORG

FOR IMMEDIATE RELEASE

Date: September 2, 2015

Contact: Laura Brown

Cell: 949-202-7310

Mayor Ethan Berkowitz Joins Hundreds of Community Leaders to Kick Off 2015 DRIVING CHANGE Campaign

Anchorage, AK – Hundreds of community leaders, including Mayor Ethan Berkowitz, will join together to take the lead and show their support for the United Way DRIVING CHANGE Campaign at a noon Kickoff event on September 3rd at the Dena'ina Center.

Joe Vigil, Evening anchor/reporter with KTVA, will emcee this high energy gathering, calling on attendees -- and the entire community -- to join together to build a rock solid foundation for children and families by preparing kids for success, enhancing family financial stability and helping people lead healthier lives.

"The momentum for DRIVING CHANGE is growing exponentially" said Michele Brown, President of United Way of Anchorage. "We are seeing the results of our change efforts in the climbing graduation rate, in the rising number of families with access to care and health insurance, and in the sharp decline of homeless families spending a winter night in their car. What once may have been called lofty community goals are now within reach. That's why we're asking everyone who calls Anchorage home to get on board and keep the momentum going."

Kick-off speakers include Mayor Ethan Berkowitz and 2015 Campaign Chair Janet Weiss, President of BP Alaska to name a few.

Kickoff attendees will take part in an onsite "IMPACT TOUR" where they will experience firsthand the changes taking place today in Anchorage and the impact their support has had.

In addition, attendees will get a close-up look at the grand prize for this year's DRIVING CHANGE Sweepstakes, a 2016 Chevrolet Trax donated by Alaska Sales & Service. United Way donors who make a new or increased gift of \$50 or more will be automatically entered to win.

"We continue to be inspired by the work of United Way," said Shaun Pfeiffer, Vice President, Alaska Sales & Service. "We thought handing someone the keys to a brand new car -- again -- would be a great way to show it and encourage more people to take the wheel and drive change in our community."

INTERVIEW AVAILABILITY: Speakers will be available for media interviews prior to the program from 11:30 - Noon -- the program begins at Noon -- and following the program. Please coordinate with Laura Brown 949-202-7310 prior to or upon arrival at the event.

About United Way of Anchorage

United Way of Anchorage mobilizes people and resources to make lasting, measurable changes in our community to improve lives. Our priorities are successful, prepared kids; strong, financially stable families; access to medical care for all; and a community making healthy lifestyle choices. United Way invites you to join the movement. www.liveunitedanc.org