



FOR IMMEDIATE RELEASE
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Local Celebs help United Way of Anchorage Kick-off DRIVING CHANGE Campaign

Anchorage, AK -- Talkin' football, a new car and introducing Jamie, local celebs take to the stage for a breakfast rally to help United Way kick-off the DRIVING CHANGE Campaign on Sept 3 at 7:30 a.m. at the Dena'ina Center.

Kari Bustamante and Charlie Sokaitis of KTUU Channel 2 will emcee this high energy gathering, calling on attendees -- and the entire community -- to keep the ball moving by turning their passion for community change into a social movement.

"DRIVING CHANGE is all about inspired and courageous giving, advocating and volunteering," said Michele Brown, President, United Way of Anchorage. "And because of it, we're seeing successes and making progress on our community goals. But there is more work ahead. We are asking everyone to be a force for change to ensure our kids succeed in school, our families are housed and gain stability and everyone enjoys good health."

Kick-off speakers include Michele Brown, Head Coach Tim Davis, West High School and Campaign Team Chair, Mike Hayhurst, KPMG, to name a few.

Highlights from the 2014 DRIVING CHANGE playbook to be revealed:

DRIVING CHANGE SWEEPSTAKES

United Way donors who make a new or increased gift of \$49 or more will be automatically entered to win a 2014 Buick Encore, generously donated by Alaska Sales & Service.

"We continue to be inspired by the work of United Way," said Shaun Pfeifer, 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."

MEET JAMIE

Jamie will be introduced and the community invited to share in Jamie's journey, so keep your eyes out around town and on social media. #LIVEUNITEDANC #WHEREISJAMIE

UNITED WAY EMERGING LEADERS

New opportunities for young philanthropists looking to spark change.

Speakers will be available for media interviews prior to the program from 7:30 - 8 a.m. -- the program begins at 8 a.m. -- and following the program. Please coordinate with Lilah Walker 229-2722 upon arrival at the event.

United Way of Anchorage

United Way of Anchorage is the leader in mobilizing resources of individuals, companies, government and local organizations, igniting community collaboration for change in support of the building blocks for a good quality of life -- success in school, financial stability, access to medical care and making healthy lifestyle choices. United Way invites everyone to join the movement. Visit www.LiveUnitedAnchorage.org.