



**For Immediate Release - August 14, 2014**

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## **United Way of Anchorage Hosts Chalk the Walks August 19** *Sidewalk messages welcome students back to school*

(Anchorage, AK) United Way of Anchorage is hosting its second annual *Chalk the Walks* event on Tuesday, August 19 to create messages of support and inspiration for our children and youth as they head back to school. Chalk artists of all ages are needed at Lake Otis, Airport Heights and College Gate elementary schools and Wendler Middle School to craft messages and decorate the walks from noon to 1:00PM. Brief remarks from Anchorage School District Superintendent Ed Graff will begin at 12:15 pm at Wendler Middle School.

"The idea is as simple as it was in childhood," said Michele Brown, President of United Way of Anchorage. "Write happy messages to let our kids know that they matter and that school is important. When kids know there are adults who care about them, they are more likely to be engaged and believe they can succeed."

The goal is to encourage community members from across the city to join school-business partners, families and neighbors for this fun event to help our students start the year on a positive note.

Volunteers who want to attend one of the chalk parties at the four designated school sites can sign up at [www.bethechange907.org](http://www.bethechange907.org). Community members are also encouraged to chalk the sidewalks in front of their homes, businesses or neighborhood schools to spread the message throughout the city. United Way is asking that chalkers post locations and pictures on the Facebook event page at <http://bit.ly/chalkthewalks>. #chalkthewalksANC. #LIVEUNITEDANC.

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### **About United Way of Anchorage**

United Way of Anchorage works to advance the common good by creating opportunities for a better life for all by focusing on the three building blocks for a good life: education, income and health. The goal is to create long lasting changes that prevent problems from happening in the first place. United Way invites everyone to be part of the change. GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED. Please visit [www.liveunitedanchorage.org](http://www.liveunitedanchorage.org).