



NEWS

FOR IMMEDIATE RELEASE

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United Way of Anchorage Welcomes New Health Partner

Planet Fitness to make donation and offer lower start-up fees for July

Anchorage, AK -- United Way of Anchorage, Anchorage's community impact organization focused on providing opportunities for everyone to be well-educated, healthy and thriving, announced a new fundraising partnership with Planet Fitness today.

For every new Alaskan who joins the health club from July 1 to July 31, Planet Fitness will donate \$10 to United Way. New members will enjoy lower enrollment fees and will be entered in a raffle for prizes including a one-year standard membership, a 3-month Black Card membership, and Planet Fitness merchandise. Current members who choose to donate \$10 or more will also be entered in the raffle and will receive a free water bottle or t-shirt.

"We know that healthy choices and healthy behaviors is a key to success in school and work," said Michele Brown, United Way of Anchorage President. "We are honored that Planet Fitness has chosen to partner with us and support our health focused work in this way. It's partnerships like this, together with our ongoing involvement in community wide efforts such as the Healthy Futures Challenge that are helping to improve the health of our neighbors and our community."

"We're very excited to support United Way this month," said James Massey, Planet Fitness regional manager. "This organization does so much for our local community, and Planet Fitness is committed to engaging with causes that matter and serving our fellow Alaskans."

The fundraising efforts will culminate on July 31 with an outdoor celebration at the Planet Fitness Benson location from 11 a.m. to 6 p.m. United Way staff will attend to speak about the organization at noon, and both members and the public are invited to participate in trainer-led activities, enjoy music and food, and celebrate the July partnership.

About 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.

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