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**MEDIA ADVISORY/
PHOTO OPPORTUNITY**

Date: August 17, 2015

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WHO: United Way of Anchorage

WHAT: CHALK THE WALKS

WHEN: Tuesday, August 18 from 12:00 – 1:00 PM

**WHERE: Wendler Middle School (2905 Lake Otis Parkway)
and 22 additional ASD schools (times vary by location)**

As part of United Way's city-wide Chalk the Walks, community volunteers will spread out to area schools to chalk sidewalks with messages for students to see when they arrive for their first day of school. This is a fun, easy way to let Anchorage kids know that they matter, that school matters and that the whole community cares about their future.

United Way of Anchorage is hosting chalk parties at the four schools that are part of its PLUS Community Schools partnership; community members, businesses, PTA representatives and school staff have volunteered to adopt an additional 22 schools throughout the city in an effort to reach as many of our students as possible.

The following community leaders will be chalking messages and will also be available for interviews at Wendler Middle School:

Mayor Ethan Berkowitz

Kameron Perez-Verdia, School Board President

June Sobocinski, Vice President of Education Impact

Andrew Halcro, Executive Director of Anchorage Community Development Authority (ACDA) and 90% by 2020 Leadership Team Chair

Leadership Team Member?

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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 is a convening partner in 90% by 2020, a community partnership aligning and sharing resources, goals and data in an effort to find practices that get better results for all students in Anchorage.

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