



FOR IMMEDIATE RELEASE

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Homelessness in Anchorage is Solvable

United Way bumps up momentum with a GUINNESS WORLD RECORDS™ record attempt

Anchorage, AK – United Way of Anchorage is calling on the community to take a stand to end homelessness and be part of achieving a **GUINNESS WORLD RECORDS** title for Longest fist bump relay on Saturday, August 20, 2016 at Delaney Park Strip.

This unique record setting gathering officially launches the fall fundraising season and serves as a testament to the power of a community united to get things done!

“There’s so much more here than just getting people together to fist bump. The goal behind this lively demonstration of what can be accomplished when we work together is to bump up the momentum, commitment and engagement needed to end homelessness in Anchorage”, said Michele Brown, President, United Way of Anchorage.

Home is the foundation for a meaningful life – a sense of community, success in school, the ability to find and keep a job, and overall financial stability start with permanent housing. Our neighbors may need additional supports to create a stable life, but without a roof over their head, the challenges can be overwhelming.

Homelessness in Anchorage is solvable. Anchorage is a compassionate, action-oriented community who cares for those living outside or in unstable housing. While crises that affect housing will never be fully prevented, we can end a person’s or family’s resulting homelessness quickly when we energize and activate our whole community.

Now is the time to take action – be a part of this unique and inspiring event.

Everyone is welcome at this FREE, fun family event.

An official **GUINNESS WORLD RECORDS** Adjudicator will be on hand to certify the record in real time.

To be officially counted, participants must register at www.liveunitedanc.org/record. The first 350 people to register in advance and check in on Saturday will receive a commemorative event gift. Pre-registration is strongly encouraged to avoid long lines at the event.

To make a donation to United Way of Anchorage, go to www.liveunitedanc.org

Event details:

Who: United Way of Anchorage
What: **GUINNESS WORLD RECORDS** official attempt for Longest fist bump relay
When: Saturday, August 20, 2016
Check-in at noon. Event gets underway at 1 p.m.
Where: Delaney Park Strip at 9th Avenue
Program: Brief updates on homelessness work being done in Anchorage presented by
Major Ethan Berkowitz and United Way President Michele Brown
Fist Bump Relay rules and practice.
Official record attempt and award of record certificate if achieved.

Sponsor: First National Bank Alaska

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

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