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FOR IMMEDIATE RELEASE

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- WHO:** United Way and Hard Rock Cafe
- WHAT:** RED NOSE DAY VIEWING PARTY
- WHEN:** Thursday, May 21, 2015
Doors open at 6:30 pm – broadcast begins at 7:00pm
- WHERE:** Hard Rock Café
- WHY:** The magic in a red nose can change children’s lives

Red Nose Day - the enormously popular, #1 television fundraising event in the UK - is coming to America in a spectacular, star-studded special airing live on NBC on Thursday, May 21 (7:00 – 10:00 pm AK Time) and United Way doesn’t want you to miss a moment of it.

Red Nose Day USA is an opportunity for viewers and participants to “Have fun, raise money and change lives!”

United Way and Hard Rock Café are hosting a viewing party for the televised benefit – featuring superstar presenters and comedians, original sketch comedy, hilarious film parodies and amazing musical performances – at the Hard Rock Café. Attendees are encouraged to don a red nose, wear crazy make-up, or silly clothes, anything that will make people laugh and add to the fun.

United Way is one of 12 nonprofits partnered with the Red Nose Day Fund to benefit children and young people by keeping them safe, educating them and making sure they’re healthy.

Visit www.liveunitedanc.org/rednose for more info on RED NOSE DAY activities taking place prior to the big night. And don’t forget to snap a pic and share it on social media - #RedNoseDayANC.

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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