

**FOR IMMEDIATE RELEASE**

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Contact: Aimee Chauvot 263.3831  
Cell: 907.317.0229

## **United Way is Laying Down the Gauntlet, Challenging Local Businesses to Raise Money at Run and Walk for Warmth**

**Anchorage, AK** – Today, United Way is laying down the gauntlet to encourage **TEAM CHALLENGES** in support of Run and Walk for Warmth on February 20, 2016.

“Our economy thrives on competition, so tell your business competitors they are going down...all for a great cause! Let’s put those competitive juices to work by raising more money to help struggling families stay warm and housed during these winter months,” said Michele Brown, President, United Way of Anchorage

A number of Teams – including Visit Anchorage, House of Harley-Davidson, Alaska Communications and Alaska Executive Search have already taken up the challenge and are actively recruiting participants and raising money.

You can make an impact in the lives of an at-risk family today. It’s easy. Start a Run or Walk Team at your company and challenge your competitors to start teams too. See who can:

- Raise the most money
- Get the most people on their team
- Create the coolest signs to carry at the event
- Think up your own challenge

“No matter who wins the bragging rights, everyone is a winner for helping us reach our goals and helping more families this winter than ever before,” said Brown.

Run and Walk for Warmth takes place on Saturday, February 20. Registration and full participation details can be found at <http://bit.ly/runwalkforwarmth>

Run and Walk for Warmth is part of United Way's ongoing work to ensure all Anchorage residents are warm, housed and fed. We invite you to learn more and get involved! Visit <http://www.liveunitedanc.org/>

### **2016 Run and Walk for Warmth Sponsors:**

Enstar Natural Gas is the event’s presenting sponsor. Other major sponsors include Teamsters Local 959, First United Methodist Church, Odom Corporation and Public Employees #71, with additional support from Anchorage Central Labor Council, Anchorage Market & Festivals, CH2M Alaska, Fairweather LLC, Laborer Local 341, Muldoon Lions Club, Visit Anchorage and YourAlaskaLink.

**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](http://www.liveunitedanc.org)

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