



United Way of Anchorage

MEDIA ADVISORY / PHOTO OPPORTUNITY

Date: March 8, 2017

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WHAT: United Way's 60th Anniversary SWEEPSTAKES Finale – WHO WINS THE CAR?!

Five Finalists • Five Keys • Five Cars • One Lucky Winner

Find out who wins the 2017 Chevrolet Cruz LT that was generously donated by Alaska Sales & Service to help drive donations to improve lives.

WHEN: Thursday, March 9, 2017

11:30 a.m. • Finalists will start their engines at 12:00 pm

WHERE: Alaska Sales & Service

1300 E. 5th Avenue

Five 60th Anniversary Sweepstakes finalists -- chosen from a pool of 2,083 donors who generated a total of \$1.36 Million by making a new or increased donation of \$60 or more to United Way during the 60th Anniversary campaign -- are one step closer to driving off in a brand new Chevy Cruze LT. They are:

- Katie Carrigan, *GCI*
- Lisa Clark, *ENSTAR Natural Gas Company*
- Christa Davis, *GEICO*
- Darlene Johnson, *First National Bank Alaska*
- Lou Nathanson, *ConocoPhillips Alaska*

Special guest Mao Tosi, former NFL player and local youth leader, will lend a hand with the festivities this year and joining him will be United Way and the many friends and supporters of the finalists.

You can expect mounting tension and cheers to fill the air as each finalist selects one of five vehicles. Together, they will each attempt to start their engines – only one will rev up heralding the winner and proud owner of a new 2017 Chevy Cruze LT!

Declaring a winner of the 60th Anniversary Sweepstakes brings the 2016 United Way campaign to a close.

"Locally owned Alaska Sales & Service has proudly served Alaskans since 1944 and we understand the importance of giving back to our community. Our 48-year relationship with United Way has been a fun and effective way for us to help our fellow Alaskans in need. To build excitement during the 2016 60th Anniversary campaign, we donated a 2017 Chevy Cruze LT to encourage even more participation. Like many Alaskans, we believe in working together to help each other, it's what makes this community great," said Shaun Pfeiffer, Vice President, Alaska Sales & Service.

"We offer a hearty thanks to Alaska Sales & Service for generously donating the vehicle for the sweepstakes and to each and every donor who made an investment in our community. You can count on working together with United Way to inspire hope and improve lives by strengthening families, preparing kids for success and supporting the health and wellness of everyone," said Joy Star Lovitt, Campaign Director, United Way of Anchorage.

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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