



United Way of Anchorage

FOR IMMEDIATE RELEASE

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UNITED WE FIGHT. UNITED WE WIN. United Way's 2017 Campaign Kickoff Calls All to Action

Anchorage AK – Hundreds of community leaders, including Mayor Ethan Berkowitz, will join together in support of United Way's 2017 United We Fight. United We Win. Campaign kickoff on August 30 at the UAA Alaska Airlines Center.

United Way of Anchorage fights for the health, education and financial stability of every person in our community. The annual fundraising campaign provides community members with an opportunity to turn individual actions into collective impact that will make a difference in the fight to:

- **end homelessness**
- **combat alcohol and opioid addiction**
- **close the achievement gap and raise the high school graduation rate**
- **help impoverished families gain financial stability**
- **increase access to health care and**
- **ensure Alaska 2-1-1 is there to answer the call for help.**

"This year has been another tough one," said Michele Brown, President, United Way of Anchorage. "Belts have tightened, anxieties are heightened, and for many working families, the basic ingredients for a good life – health, education and financial stability – have become increasingly out of reach. But with focused action and the compassion of many, we will continue fighting to make sure opportunities are available."

To keep the Campaign Kickoff action moving, emcee Eddie P. will be calling a great line-up of speakers to center ring including Mayor Ethan Berkowitz, Michele Brown and Cory Quarles, Alaska Production Manager, Exxon Mobil to name a few.

Look for Campaign Co-chair Janet Weiss, President, BP Alaska to share an inspirational message via video about what it means to be a hand-raiser, a game changer and how much stronger we can be together.

Attendees will have an opportunity to meet and network with many of United Way's agency partners from 11:15 a.m. until Noon at which time the Kickoff program and luncheon will get underway.

Attendees will also get a close-up look at this year's WIN-WIN Sweepstakes grand prize, a 2018 Chevy Malibu LT donated by Alaska Sales & Services. United Way of Anchorage donors who make a new gift of \$52 or increase their current gift by any amount will automatically be entered to win.

"We continue to be inspired by the work of United Way," said Shaun Pfeiffer, Vice President, Alaska Sales & Service. "With this donation we hope to encourage more people to step-up and give."

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. Visit www.liveunitedanc.org