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FOR IMMEDIATE RELEASE

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United Way Bus Asks Everyone to Put Kids on the Road to Success

Anchorage, AK -- United Way will take its message to "Put Kids on the Road to Success" to the streets and will do it in a big way -- a big, bright, wrapped People Mover Bus way!

"It takes all of us to make sure every child gets the opportunity to succeed," said Michele Brown, President, United Way of Anchorage. "This is a fun and highly visible way to remind us to step up for our kids."

You can expect to see this yellow and blue bus on the streets through March of 2016. Routes will alternate daily from Eagle River to South Anchorage.

Stop by for a **sneak peek of the bus before it begins its year long journey** throughout the Anchorage bowl –

10:00 a.m.

Monday, February 23rd

700 G Street - in front of the Conoco Phillips building

The bus wrap has been sponsored by Rasmuson Foundation and our partners in health. "United Way and its partners are driving positive change in Anchorage," said Diane Kaplan, President, Rasmuson Foundation. "Rasmuson Foundation had an opportunity to help put that message out on city streets and we jumped at it. Our kids are the future, and we need to support their aspirations, encourage healthy behaviors, and recognize their importance."

About United Way of Anchorage

United Way of Anchorage is the leader in mobilizing resources of individuals, companies, government and local organizations, igniting community collaboration for change in support of the building blocks for a good quality of life – success in school, financial stability, access to medical care and making healthy lifestyle choices. United Way invites everyone to join the movement. Visit <http://www.liveunitedanc.org/>

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