

UNITED WAY OF THE MIDLANDS CONTACT:

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Aksarben Village Unites Around Technicolor Walk/Run to Benefit United Way

Blue Cross and Blue Shield of Nebraska (BCBSNE) will host their fifth annual Technicolor Walk/Run to benefit United Way of the Midlands today, Sept. 18 at 5:30 p.m. in Stinson Park – Aksarben Village, 2285 S 67th St.

The fun-filled, family event will bring Aksarben Village businesses and residents together in support of the community, with all proceeds from the event donated to the 2018 United Way of the Midlands campaign.

“This year we’ve opened up the run/walk to the community and we’ve received strong support from Aksarben Village merchants and Noddle Development,” said Brenda Wichman, BCBSNE’s vice president of member services and United Way campaign chair. “It’s a great opportunity to get out and get some exercise, have some fun doing it and support the United Way.”

Greg Vassios, senior vice president of donor engagement and corporate relations at United Way of the Midlands, said, “We are truly grateful for our partnership with Blue Cross and Blue Shield of Nebraska. They’ve brought together the entire community for this event, and we couldn’t be more excited to see everyone rallying around United Way’s mission.”

The walk/run will feature organic, bio-degradable colored powder, which will be thrown at participants throughout the duration of the race route. Attendees will also have the opportunity to enjoy Aksarben food vendors, face painting, balloon creations and music during the event.

As an added bonus, participants will receive t-shirts and a United Way of the Midlands wristband. The wristband will give them access to the following discounts at Aksarben Village businesses on Wednesday, Sept. 19:

- Backwoods – 20% off one item
- Beacon Hills – 20% off entire purchase
- Jones Bros. Cupcakes – 20% off an item
- Juice Stop – \$1 off smoothie
- Lotus House of Yoga - 50% off class pass
- Luvbird Boutique – 15% off entire purchase
- Pickleman’s – 10% off item
- Roast Coffeehouse – 25% off beverage purchase
- Godfather’s Pizza – 25% off entire purchase

The Noddle Companies organized Aksarben vendor participation in the walk/run and sponsored the balloon creations.

About the United Way of the Midlands

Thanks to donors, volunteers and community partners, United Way of the Midlands is not only focused on addressing our community’s human needs today; it is focused on what can be, and what should be. It is building on today’s strong partnerships to create even more comprehensive human service efforts tomorrow, so our community can solve some of the root causes of poverty. United Way is community-based, community-focused. Thanks to those who share their strength, United Way is COMMUNITY STRONG. We invite you to visit www.UnitedWayMidlands.org for more information.

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