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FOR IMMEDIATE RELEASE

Challenge: Alaskans of All Abilities Create Through Statewide Social Media Campaign

Anchorage, Alaska - May 15, 2015 - No matter what artistic abilities Alaskans across the state possess, The Arc of Anchorage is challenging the entire state this summer to join in #StickFigureAK, a social media movement to bring awareness to our human ability to create. The project unveiling to the public is May 28, 2015 at the Bear Tooth Theatrepub, 1230 W. 27th Avenue in Anchorage, at 12:00 p.m.

Press from Alaska are invited to attend the unveiling of the project, part of The Arc's annual spring event to bring community members, donors and staff together on May 28 at the Bear Tooth Theatrepub in Anchorage. To register for a press pass for this event, please email csanderson@thearcofanchorage.org or call 907-777-0103.

The #StickFigureAK project is the first of its kind for The Arc of Anchorage and provides Alaskans from all over the state to complete a simple art project, snap a quick photo with a digital camera or smart phone and post to Facebook, Instagram, Twitter or the #StickFigureAK website: <http://AK.StickFigureCollective.com>. Submissions are accepted through September 1, contest rules and prize descriptions are available on the #StickFigureAK website. Winners will be selected based on online voting and announced September 14, 2015.

“Bringing awareness to individuals with intellectual and developmental disabilities and providing opportunities that encourage and celebrate their potential is the hope behind the project #StickFigureAK,” Chief Executive Officer Dr. Mary Van Haneghan explains. “We are excited to invite Alaskans to participate in this fun and creative process of expressing themselves through art and supporting The Arc of Anchorage in this project.”

The Arc of Anchorage is a nonprofit founded in 1957 to help Alaskans who experience intellectual and developmental disabilities. The Arc strives to help these Alaskans achieve lives of dignity and independence as valued members of our community offering a full array of services. For more information please call 907-277-6677 or on the web at www.thearcofanchorage.org.

Editor's Note: The Arc is not an acronym; always refer to us as The Arc, not The ARC and never ARC. The Arc should be considered as a title or a phrase.

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