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**UNITED WAY EVENT SCHEDULED FOR “TAKE OFF”
Teams of Coworkers, Friends and Family to Participate in 7th Annual Plane Pull**

ROCKFORD, IL (August 19, 2008)—United Way of Rock River Valley has partnered with UPS and the Greater Rockford Airport Authority for the 7th Annual United Way Plane Pull on **Sunday, September 7th at the Rockford Air Hub, 3300 Airport Road**. The event will feature food, music, a classic car and motorcycle show and of course, teams competing to pull a 757 across the airport ramp for the best time.

Each team of 17 people must demonstrate their ability to “Live United” as they work together to pull a UPS plane by a rope. The competition involves more than just brawn; it also requires brains. There will be an award for the best team uniform, judged on its level of intimidation and creativity. Team trophies will be given to the fastest media, business and overall champion team.

Other activities taking place at the event include a mini-plane pull for kids, basketball, bean bag toss, red neck golf and a silent auction. Participants will also have the opportunity to meet and compete against members of the Rockford IceHogs and Rock River Raptors, who will have teams in the plane pull. A rain date is scheduled for Sunday, September 14.

Registration starts at 10:00 a.m. followed by the car and motorcycle show at 11:00 a.m. The first plane pull will start at 12:00 p.m. The cost to participate in the plane pull is \$10 per person for early registration or \$15 the day of the event. UPS will provide “substitutes” for \$5 each to teams who do not have enough members. The cost to enter the 4th Annual Car and Motorcycle Show is \$10. All proceeds benefit United Way. For more information or to register, contact United Way of Rock River Valley at (815) 968-5400.

About United Way of Rock River Valley

The mission of United Way of Rock River Valley is to improve lives and strengthen communities in the Rock River Valley by mobilizing and focusing the caring power of our residents. For more information, go to www.unitedwayrrv.org or call (815) 968-5400.

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