

Business leaders 'walk' to raise money to assist March of Dimes

by Steve Pilkington

for the Tundra Times

Members of Anchorage's business community donned their walking shoes last week to raise money for the March of Dimes' fight against the nation's Number 1 child health problem — birth defects.

Thirty-nine businessmen and women strolled through the Fifth Avenue Mall Wednesday in the March of Dimes "Execuwalk," which was targeted to raise \$10,000.

The organization is concerned about birth defects, including those caused as a result of alcohol abuse.

The event has brought in \$5,600, and the March of Dimes is expecting more when the rest of the walkers turn in their pledges.

Joann Hight, assistant to the director, felt that the event served both the walkers and the nation's children.

"People were really excited," she said. Hight believes that because the March of Dimes is a nonprofit organization, events like the walk are crucial to its effectiveness.

But the walk was not all business and no pleasure, said Hight.

"They're allowed to shop while they walk," she said explaining that the intent was to allow the walkers to enjoy shopping while helping the March of Dimes.

The money raised by the event will go to helping the 15 million Americans currently afflicted by birth defects.
