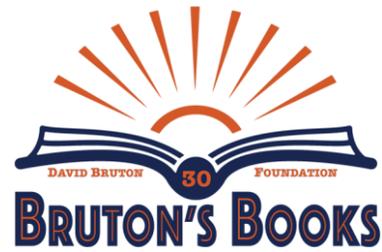
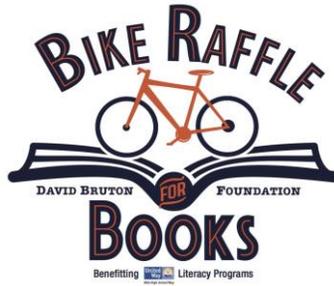




Mile High United Way



Contact: Judianne Atencio, ProLink Sports
303.886.3950

Laura Esterly, Mile High United Way
303.561.2362

Denver Broncos Safety David Bruton Jr., Bruton's Books and Mile High United Way Launch "Bike Raffle for Books"

(Denver, Colo. – September 14, 2015) – Denver Broncos Safety David Bruton and Bruton's Books, his Denver-based charitable fund, has teamed up with Mile High United Way, the Denver Broncos, Elevation Cycles and Trek Bicycles, to announce the "Bike Raffle for Books." Funds raised from the raffle will benefit Bruton's Books work with Mile High United Way's literacy programs that will give kids the opportunity to build their reading skills and put them on the path to success.

Bike Details

The winner will receive a Denver Broncos licensed and themed Trek Emonda SLR bicycle autographed by the members of the Denver Broncos including Peyton Manning, David Bruton Jr., Von Miller, Demaryius Thomas and many more. The bike will be custom built to the winner's specifications including frame size, handlebar width, stem length, saddle preference, and crank length. Winner will take possession of the bike 30 – 45 days after the winner is selected. This priceless Trek bicycle is valued at \$8,600 before signatures.

Raffle Details

The raffle is running entirely online, tickets are priced at \$25 per ticket or five tickets for \$100 and are available only at unitedwaydenver.org/raffle or BrutonsBooks.org. Raffle tickets are on sale now through midnight on Sunday, November 29, 2015. The winner will be announced on Monday, November 30, 2015. More information can also be found on BrutonsBooks.org.

Beneficiary

Proceeds from the Bruton's Books Bike Raffle will benefit Mile High United Way's literacy programs including Colorado Reading Corps, a strategic initiative of Mile High United Way, and the United Way Club Connect Adopt-a-School Program and other efforts that support early childhood education.

David Bruton's Commitment

In addition to the work that David Bruton's charitable fund, Bruton's Books, is doing to raise funds and collect books for the four schools they have adopted through Mile High United Way, Bruton has made a personal commitment to Mile High United Way.

On behalf of David Bruton, Mile High United Way announced that Bruton has made a personal donation of \$26,000 to support their early literacy programs including Colorado Reading Corps and Club Connect. New to Mile High United Way this year, Club Connect is a program developed to improve early grade reading levels by providing books, a reading nook and resources for the schools, children and parents most in need in partnership between United Way, National Association of Elementary School (NAESP) and Scholastic.

"We are thrilled to be partnering with the Denver Broncos David Bruton, who is an amazing example of how Broncos players are committed to helping the community and serve as role models for young people," says Christine Benero, president and CEO, Mile High United Way. "He truly cares about our community's children, and through his generosity and dedication, he really is making a difference. David understands the power of books and the critical importance of reading at grade level to create opportunities for every child in our community."

In the past six months, Bruton's Books has donated over 500 books to third graders at their four adopted schools for their summer reading.

"I am excited to team up with Mile High United Way to raise money to help improve the reading skills of our youngest community members," said David Bruton. "We know children should be reading at grade level by the end of third grade because after that, they need these skills to learn other subjects like science and math. That is why the proceeds from the Bike Raffle for Books will add to my donation and go right back to the programs that will give kids the opportunity to build their reading skills and put them on the path to success."

About Bruton's Books

The Mission of the David Bruton Jr. Foundation and Bruton's Books is to help low-income children in grades K-3 become strong readers through tutoring and by providing books to underfunded schools, libraries and classrooms.

About Mile High United Way

Mile High United Way advances the common good by creating opportunities for a better life for all in our community. They focus on early childhood development and early literacy, education and youth development and economic stability for individuals and families, the fundamental building blocks for a good quality of life. As the first United Way in the country, Mile High United Way has served as a catalyst for social change in the Metro Denver Area for 128 years.