



**FOR IMMEDIATE RELEASE: August 18, 2025**

Eric Legvold  
Director of Impact  
United Way of Missoula County  
(406) 370-2294  
eric@missoulaunitedway.org

## **United Way of Missoula County and Missoula Chevrolet Team Up to Give Nearly 1,000 Kids a Strong Start to School**

**MISSOULA, Mont.** — On **Wednesday, August 20, from 10 a.m. to 1 p.m.**, United Way of Missoula County and Missoula Chevrolet will once again partner to give local students the tools they need to start the school year strong—distributing nearly 1,000 brand-new backpacks filled with essential school supplies to children in Missoula and Mineral counties.

The Back to School Backpack Pickup Event, held at 3663 N Reserve St, ensures that elementary, middle, and high school students across the region begin the school year with the tools they need to thrive. Backpacks will be distributed through school districts, local nonprofits, and community partners, reaching kids who might otherwise go without the supplies they need.

“Every year, hundreds of western Montana's most vulnerable families struggle to provide their kids with the supplies they need for a strong start to the school year,” said **Susan Hay Patrick, CEO of United Way of Missoula County**. “Through the generosity of Missoula Chevrolet, United Way of Missoula County is able to provide nearly 1,000 elementary, middle, and high school kids in Missoula and Mineral counties with brand-new backpacks filled with supplies they need. But it's not just about backpacks and supplies. It's about giving kids confidence and empowering them to succeed in school from Day One.”

Brad Morehouse, owner of Missoula Chevrolet, added: “We wanted to make our support as direct and impactful as possible. By providing the backpacks already filled with supplies, we can ensure that every child receives a complete set of quality tools for the year. We have been the proud sole sponsor for the last two years, and we are committed to continuing this partnership as long as we are able. Our goal is to see every child walk into school feeling prepared and valued.”

Over the years, Missoula Chevrolet has contributed tens of thousands of dollars to support the program, helping cover the cost of quality backpacks and the supplies recommended by local school districts. Community organizations such as Missoula County Public Schools, Mineral County School District, other participating school districts, Youth Homes, Soft Landing Missoula, Missoula Food Bank & Community Center, and the Missoula Fire Department also help distribute backpacks, ensuring they reach children in a variety of circumstances, including those facing emergencies or sudden displacement.

For filming and interview opportunities, contact Eric Legvold at (406) 370-2294, or [eric@missoulaunitedway.org](mailto:eric@missoulaunitedway.org).

For more information about the event or to learn how you can support United Way's work, visit <https://missoulaunitedway.org/back-to-school-backpack-program>.