

Divided they stand, United this fall: Fund drive fuses unlikely pairs

By **LARRY SANDLER**

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In the middle of an election year, it sure looks like a political message.

Milwaukee Mayor Tom Barrett stands on the left. Milwaukee County Executive Scott Walker stands on the right. Between them is a wide gulf.

Does that symbolize their differences on public transit? Or photo identification for voters? Or some other political issue?

You can't tell, because the billboard on westbound I-94 doesn't have any words on it. All

you can see is how divided they are.

But as it turns out, the message isn't really about being divided. It's about being united — and more specifically, it's about the United Way.

"We're doing a little tease to get everyone curious," said Gary Mueller, creative director at Serve Marketing, which came up with the billboards to kick off this fall's United Way charitable campaign. "We thought it would be a great opportunity to play off

Please see **UNITED WAY, 3B**

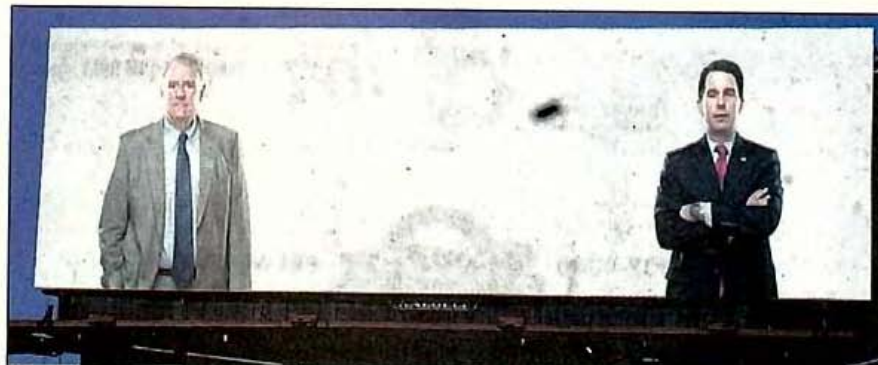


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A United Way billboard features Milwaukee Mayor Tom Barrett (left), a Democrat, and Milwaukee County Executive Scott Walker, a Republican, on I-94. Follow-up billboards will show them together under the slogan "Live United."