



**FOR IMMEDIATE RELEASE**

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Fond du Lac Area United Way

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**CONTEST TO KICK OFF UNITED WAY CAMPAIGN**

**FOND DU LAC, Wis. (August 12, 2009)** – The Fond du Lac Area United Way will “kick off” its historic effort to raise \$1 million to aid the citizens of the community Aug. 29, with the winner of a football-kicking contest receiving a football signed by Green Bay Packer Mason Crosby.

The event to celebrate the start of the local United Way’s 2009 contribution campaign will take place in the parking lot of Festival Foods on east Johnson Street.

National Exchange Bank & Trust, Festival Foods and Alliant Energy are this year’s Pace Setters for United Way and have worked together since April to raise awareness of campaign goal of \$1 million dollars. Equally important this year are new strategic community impact areas – building an educated community, supportive community and healthy community – adopted this year by United way to improve the distribution of funds.

“We must support the basic and emergency needs growing exponentially in our community, while at the same time work to create lasting changes throughout the Fond du Lac community,” said Gayle Hytrek, United Way board president and president of Moraine Park Technical College.

“We are inviting the Fond du Lac public to celebrate with us Saturday, August 29, 11 a.m. to 1 p.m.,” said Tina Potter, executive director of United Way.

“Festival Foods is pleased to be holding the event at its parking lot and very excited about awarding an official NFL football signed by Packer kicker Mason Crosby to the winner of the contest,” said Dan Schalinske, store director of Festival Foods.

“Holding it on a Saturday allows children, youth and adults to participate in the event. Festival Foods and Pace Setter volunteers will be selling food at Brat Hut, as well as LIVE UNITED T-shirts.

“We will also have our giant motorized grocery cart on display.”

The objective of the contest is to kick the ball, on the fly, into a regular-size grocery cart. The contest starts at 11:30 a.m. The cost to enter is \$1.

“We will have several footballs on hand to keep the line moving,” said Potter.

“There are no provisions for age difference, but to even out the competition we will establish a kicking zone that is about 25 yards deep and at least 25 yards from the grocery cart. Kickers can make their kick from 25 to 50 yards from the grocery cart and would allow youth to compete against a stronger kicker.”

“We will have a marker for the closest kick and move it as it changes. If there is a tie, the names will be placed in a hat and the name drawn will receive the NFL Packer football.”

United Way’s annual Day of Sharing, which recruits volunteers from area businesses to help local agency organizations, will be held September 10. Volunteers, agency employees and Untied Way board members will celebrate this effort at the Fond du Lac Yacht Club at a “Cool Down” reception in the late afternoon.

“We are looking forward to the kick-off celebration and meeting new people and making new friends,” said Potter.

**\*PLEASE BOX THIS INFORMATION\***

**FOND DU LAC AREA UNITED WAY  
KICK-OFF CELEBRATION**

FESTIVAL FOODS PARKING LOT

SATURDAY, AUGUST 29

11 a.m. to 1 p.m.

FOOTBALL CONTEST: Starts 11:30 p.m.

FOOTBALL AWARDED: 1:15 p.m.