



## **NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

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### **National Exchange Bank & Trust, Festival Foods and Alliant Energy are Pace Setters for 2009 FdL United Way Campaign**

National Exchange Bank & Trust, Festival Foods and Alliant Energy are the “Pace Setters” for the Fond du Lac Area United Way’s 2009 fund drive, according to Dr. Gayle Hytrek, president of the local United Way’s board of directors.

“As designated Pace Setters, these three local businesses will make significant and important commitments toward the 2009 campaign and will encourage equal support from other community businesses and citizens,” said Tina Potter, executive director of the Fond du Lac Area United Way. “This year it’s especially important to plan your annual donation now, in advance of our campaign kickoff in September. We also want to remind everyone that your donations stay here in Fond du Lac to support the good of the entire community throughout 2010.”

Campaign officials said they hope to tap the local generosity that has provided aid to so many Fond du Lac area residents in the past.

“With 9 percent unemployment and many underemployed people, services are being sought by community members more than ever, and the capacity to serve them is placing a huge financial strain on all agencies,” said Hytrek. “We also realize that many of our loyal donors are affected by the

economy, and reaching out to new donors is critical if we want to achieve the greatest campaign impact.”

The role of Pace Setter is crucial because of its influence on other contributors.

“We are truly excited to serve as one of this year’s Pace Setters,” said Dan Schalinske, Festival Foods store director.

Representatives of National Exchange Bank will be working hard toward a successful partnership for this year’s campaign leaders.

“We are very proud to be one of the three Pace Setters,” said Mike Burch, president of National Exchange Bank and Trust. “We are a long-time supporter of the United Way, both financially and with the time and talents of our staff. We look forward to working together with our co-pace setters to launch a successful kickoff in September.”

Alliant Energy agreed that the three companies leading the campaign will fuel a successful drive.

“Partnering with National Exchange Bank and Festival Foods is an exciting opportunity for Alliant Energy, and we look forward to launching United Way’s fundraising campaign with them,” said Dawn Nett, supervisor at Alliant Energy.

Potter said the work for a successful campaign is always challenging, though the formula is simple:

“Pace Setters work together to achieve two main goals – create awareness of the campaign and set the pace for achieving a successful campaign,” said Potter. “Together we will work to help community partners build an educated community, a healthy community and a supportive community. There are many people in need of United Way’s help, and this fundraising drive will infuse the monetary resources needed by area agencies to serve people in need.”

Each company already has its campaign team in place and is planning fund-raising events, according to Potter.

“The Fond du Lac Area United Way works to advance the common good of the entire Fond du Lac area and attentively works to keep Fond du Lac a great place to live and work,” she said. “We do this by bringing together the mission

and services of local community organizations that in 2008 served more than 25,500 men, women and children.

“United Way partners with business, education and local government entities to work on issues that affect all of us in the Fond du Lac area. When families are stabilized, children succeed in school and people are healthier.”

Hytrek predicts this year’s Pace Setters will contribute a solid start to the 2009 fund-raising campaign.

“We are honored to have such a longstanding partnership with National Exchange Bank and Alliant Energy,” she said. “Having Festival Foods who is new to the community truly strengthens the campaign. It makes sense that we work together to raise awareness of United Way’s new goals and the ways our donor funds work to serve the Fond du Lac area.”

Early donations for the 2009 campaign can be mailed directly to the Fond du Lac Area United Way, 74 South Main Street, Fond du Lac, WI 54935 or through our website at [www.fdlunitedway.org](http://www.fdlunitedway.org) under Donations tab.

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