



## NEWS RELEASE

Katie Thomson at (608) 787-1323  
OR  
Ellie Meyer at (608) 787-1421

For Immediate Release  
November 23, 2020

### **Dairyland Power Supports the Hunger Task Force of La Crosse** *Cooperative Donates \$11,000 to the Region's Food Bank*

La Crosse, WI—To help alleviate food insecurity in the tri-state area, Dairyland Power Cooperative has donated \$11,000 to the Hunger Task Force of La Crosse. The challenges created by the COVID-19 pandemic have worsened economic conditions in many households, impacting people's ability to put food on the table.

"The need for community resources to address food insecurity is great," said Brent Ridge, Dairyland President & CEO. "The pandemic has increased financial strain on many of our neighbors and they need support more than ever. As a cooperative serving local communities, we are pleased to collaborate with the Hunger Task Force to aid the vital work they do."

As a food bank, the Hunger Task Force coordinates donations from hundreds of donors across its eight-county service territory for distribution to food pantries, youth programs and outreach sites. The Hunger Task Force is often referred to as the "only free and local food bank."

"We're extremely grateful to Dairyland for their support, especially now," said Shelly Fortner, Hunger Task Force Executive Director. "With some pantries seeing nearly double their numbers, we need to be prepared to meet their needs. It takes nearly \$20,000 to keep our pick-up and delivery vehicles on the road and \$15,000 in utilities to keep food safe in our cooler and freezers. This funding will help us with those expenses and to purchase the food needed to reach our struggling neighbors. What a truly special gift as we go into the holiday season!"

The Hunger Task Force serves La Crosse, Vernon, Trempealeau, Crawford and Monroe counties in Wisconsin, Winona and Houston counties in Minnesota and Allamakee County in Iowa. For more information, see [www.lacrossehtf.org](http://www.lacrossehtf.org).

With headquarters in La Crosse, Wis., Dairyland provides wholesale electricity to 24 member distribution cooperatives and 17 municipal utilities. A Touchstone Energy Cooperative, Dairyland's service area encompasses 62 counties in four states (Wisconsin, Minnesota, Iowa and Illinois). For more information, please visit [www.dairylandpower.com](http://www.dairylandpower.com).

###

A Touchstone Energy® Cooperative 