



News Release

January 18, 2021

FOR IMMEDIATE RELEASE

Wisconsin-Based Business is Discover Whitewater Series Title Sponsor

Registration Opens Tuesday, January 19

WHITEWATER– January 18, 2021 – The Discover Whitewater Series (DWS): Half Marathon and 5K has announced that Generac Power Systems will once again be a title sponsor of this year’s race! This will be Generac’s fifth year as a sponsor of the DWS.

As a Wisconsin-based business, Generac knows the importance of community. Their Whitewater location provides jobs to many members of the community and their generosity to charitable events like the DWS enables them to help address community needs.

“Giving back to the Whitewater community has always been what this race is about,” said DWS Executive Director, Jeffery Knight. “We aim to create a fun and athletic community event to bring all the different aspects of Whitewater together. Sponsors like Generac make this goal possible.”

Proceeds from the DWS will go to five local Whitewater charities: Bethel House, UW-Whitewater Athletics, Working for Whitewater’s Wellness (W3), Whitewater Unified School District and the J-Hawk Aquatic Club. All of these charities are so important to the Whitewater community because they benefit our youth and those in need.

“Generac is proud to be part of the fabric of Whitewater,” said Kelly Skindzelewski, Community Programs Manager at Generac. “Supporting the Discover Whitewater Series enables us to celebrate our community and help our neighbors.”

The event will be organized similarly to last year’s race, where masks were mandatory and social distancing was enforced throughout the event. If health restrictions lessen, more runners will be allowed to attend the event and other events from years prior will be added back in.

The entire DWS team is incredibly excited to see where this year takes us. We are fully prepared, however health protocols and the world may change in the coming months.

Registration opens Tuesday, January 19, 2021. Go to <https://runwhitewater.com/> to register, see what’s in store for race day, and find out more information. Race day is scheduled for Sunday, September 19, 2021.

About the DWS

The goal of the DWS is to promote the City of Whitewater and highlight its greatest features, while keeping everyone in the community active. All the proceeds from the race are donated to five local non-profit partners: Bethel House (which



DISCOVER WHITewater SERIES



provides interim housing for homeless families), Whitewater LEADS, Working for Whitewater's Wellness (W3), Whitewater Unified School District and the J-Hawk Aquatic Club. The DWS partners with the city, business community, university and the school district to make this a tremendous event that benefits all who participate. For more information about the race visit www.runwhitewater.com.

For further details, please contact Jeffery Knight, Executive Director at 920.728.0662 or jpk@knightpublicaffairs.com. For general race information email info@runwhitewater.com.

###