



Great Rivers United Way

NEWS RELEASE

Katie Thomson at (608) 787-1323
OR

Ellie Meyer at (608) 787-1421

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Dairyland Power Supports Great Rivers United Way

Cooperative donates \$10,000 to the fundraising campaign

La Crosse, WI— Dairyland has donated an additional \$10,000 to Great Rivers United Way to help offset a deficit in the nonprofit's 2021 fundraising campaign. The COVID-19 pandemic presented unforeseen challenges in fundraising efforts this year. Dairyland is pleased to assist Great Rivers United Way and partner agencies in meeting the needs of our communities.

Great Rivers United Way provides programs, funding and support for causes related to early childhood and youth success, financial stability, and mental and physical well-being.

In September, Dairyland and its employees donated over \$97,000 to United Way's annual campaign. These funds are supporting 52 programs and the people who benefit from them, many of whom were hit hardest by the pandemic, in 2021.

"The efforts of Great Rivers United Way align with our mission to improve the quality of lives for our members. As a cooperative, supporting our communities is central to our core values and the Cooperative Principle, Concern for Community," said Rob Palmberg, Dairyland Vice President, External and Member Relations.

"Dairyland Power Cooperative has a vested interest in the communities it serves, and where its employees live and work," said Mary Kay Wolf, Executive Director of Great Rivers United Way.

"In addition to the dedicated support its employees provide, we can always count on Dairyland to step up when United Way and its communities need them."

Great Rivers United Way serves a seven-county service region: Buffalo, Crawford, La Crosse, Monroe, Trempealeau, and Vernon counties in Wisconsin, and Houston County in Minnesota. For more information, visit www.gruw.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.

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