



## NEWS RELEASE

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### **Dairyland Employees Increase United Way Giving Again *Dairyland campaign raised \$114,576 to support area communities***

LA CROSSE, WI— Results are in for the local 2011 United Way employee contribution campaign at Dairyland Power Cooperative and the numbers continue to demonstrate the generosity of Dairyland employees.

This is Dairyland's eighth year as a United Way Pacesetter company. Pacesetter companies "set the pace" for the general United Way contribution campaign in the fall by working early to garner employee support and donations. As usual, Dairyland ran employee contribution campaigns in three United Way areas close to locations where Dairyland has business facilities—La Crosse, Winona, Minn., and Eau Claire, Wis. Together, these campaigns raised \$114,576.32, an increase of \$2,542.15 over 2010 numbers. Six special "Jeans Wednesdays" at Dairyland collected an additional \$407 for the Great Rivers (La Crosse) United Way.

"I sincerely thank our employees for their generosity," said Bill Berg, Dairyland President and CEO. "Despite challenges employees may be facing personally, Dairyland employees once again have chosen to support this important cause which provides funding for essential services for many in need."

The donation includes a matching percentage approved by the Dairyland Board of Directors. As in years past, the Board voted to match employee contributions at 65 percent. The emphasis on charitable giving by employees and the Board exemplifies the cooperative principle, *Concern for Community*.

With headquarters in La Crosse, Wis., Dairyland provides wholesale electricity to 25 member distribution cooperatives and 16 municipal utilities in four states (Wisconsin, Minnesota, Iowa and Illinois). Dairyland's generation resources include coal, natural gas, hydro, wind, solar, landfill gas and animal waste. For more information, please visit [www.dairyland.com](http://www.dairyland.com).

The mission of the United Way is to improve the quality of life in regions served by assessing community needs, raising and distributing resources to respond to those needs, and providing leadership to solve community problems. For more information, and to link to United Way organizations in your area, go to [www.liveunited.org](http://www.liveunited.org).

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