



United Way of Portage County

FOR IMMEDIATE RELEASE

United We Ride Campaign Kick-Off Rally is a Roaring Success

Aug. 26, 2006, Stevens Point, WI

United Way of Portage County kicked off their 2006 fundraising campaign with a deafening roar this past Saturday when 95 participants on 69 motorcycles in the “United We Ride” motorcycle rally left Ben Franklin School headed for a 50-mile tour of Portage County. Before the ride even began, attendees had the opportunity to witness firsthand the United Way mission in action since this year’s campaign kickoff was held in conjunction with the Volunteer Center’s Project Fresh Start which provides nearly 700 children with needed school supplies to help them prepare for the coming school year. Riders were invited to tour Project Fresh Start before it opened, and most brought donations.

Along the route, riders stopped at three United Way agencies including YMCA, Amherst Family Resource Center and Aging and Disability Resource Center of Portage County. Motorcycle riders were joined by a 4-member “Scooter Brigade”, led by county executive Mark Maslowski, at the new M&I bank in Crossroads Commons before heading to Pfiﬀner Pioneer Park to join the Project Fresh Start participants for lunch and entertainment by WSPT. Karaoke was provided by John Copps. To celebrate the rally in true biker fashion, kids were given temporary tattoos featuring the United Way logo. Riders were able to relax with complimentary chair massages from The Pilates Place and all tips were donated to the United Way campaign.

At noon, a brief presentation by campaign co-chairs Bob & Nancy Schmidt outlined the 2006 goal of raising \$2,050,000 this year. In addition, three local companies were recognized as pacesetters who are leading the charge towards reaching this goal. The results of their employee campaigns were announced and donations were presented to United Way representatives. Cheers went up through the crowd as Steve Sievwright presented a check from UPS for \$16,500. Further fueling the enthusiasm, Pam Gartmann presented Delta Dental’s donation of \$200,000. Finally, Brad Neet and Brant Bergeron from Ministry Health Care presented their \$225,000 donation, bringing the combined contributions from the three pacesetting companies to 21.5% of the annual goal.

Campaign co-chairs Bob & Nancy Schmidt marked this outstanding accomplishment by filling the community thermometer to 20%.

Riders and rally attendees crossed their fingers as the winners of the 50/50 raffle, chance drawings, and leather jacket drawings were announced. Proceeds from registration, raffles, and donations totaled \$2,779. Cash sponsorships of \$3,500 and \$7,436.63 in-kind donations helped defray much of the event costs and supply chance drawing prizes. Bringing the total amount raised to \$13,715.63. Sincerest thanks to our major event sponsors: Copps, Klasinski Clinic, WSPT, 97.9 JACK FM, B104.9 FM, M&I Bank, McDonalds, Notable Impressions, StarWorks Marketing, and Paramount Farms, Inc.. Also underwriting a portion of the event were, Blenker Construction, GMAC Realty, Stevens Point Tent, Communications Cabling, Starbucks Coffee Company, Harley Davidson of Wausau, Ellis Stone Construction, Stevens Point Brewery and Xerox Corporation. Country Springs Hotel, Grazies, Holiday Inn & Rudy's Redeye Grill, Rosholt Motorcycle Co., Vita Bella, Driven Technologies, and Seventh Heaven Salon contributed chance drawing prizes for the event.

Special thanks to Stevens Point Police Dept. and the Portage County Sheriff's Dept. for their assistance during the ride ensuring rider safety. United Way also would like to thank Mary Berard & Patti Cahill and the entire steering committee for their tireless effort and enthusiasm while organizing the event.

Attachments

Photo 1: Bob & Nancy.jpg.

Campaign Co-chairs were joined by WSPT's Rick Muzzy for a brief presentation about the 2006 fundraising campaign.

Photo 2: BikesatPfiffner.jpg

United We Ride celebrated diversity with 69 bikes and 4 scooters of various makes and models working together to make a lasting difference in Portage County. High-resolution images are available upon request.

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About United Way

United Way of Portage County is a results-driven organization that achieves its mission of "mobilizing resources to create lasting change in community conditions that improve

lives” by focusing resources on high-priority human service needs. United Way funds 35 programs which enhance the lives of an estimated 40,000 residents in Portage County. It is the largest non-governmental funding source for human care issues in our community. United Way of Portage County is one of 1,400 nonprofit United Ways in the United States. Each operates independently and is governed by a local volunteer board of directors. For more information, including a complete list of the funded agencies, visit www.unitedwaypoco.org