

# PRESS RELEASE

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FOR IMMEDIATE RELEASE  
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## **Northern Wisconsin State Fair and Northwestern Bank Team Up for Another Year of Grandstand Donations for the Boys & Girls Clubs of the Greater Chippewa Valley- Chippewa Falls Center**

CHIPPEWA FALLS, WISC – The **Northern Wisconsin State Fair (July 8-12, 2020)** and **Northwestern Bank** are thrilled to announce they will be donating a combined \$2 per Northwestern Bank Grandstand ticket sold to the 2020 Leinenkugel’s Main Stage Entertainment to the **Boys & Girls Clubs of the Greater Chippewa Valley- Chippewa Falls Center**.

**The Northern Wisconsin State Fair recently released its full 2020 lineup, including:** Trace Adkins for Wednesday, July 8<sup>th</sup>, Hairball for Thursday, July 9<sup>th</sup>, LANCO for Friday, July 10<sup>th</sup>, and Grand Funk Railroad and Blue Öyster Cult for Saturday, July 11<sup>th</sup>.

Northwestern Bank Grandstand tickets are being sold for Trace Adkins, Wednesday, July 8<sup>th</sup>, LANCO for Friday, July 10<sup>th</sup>, and Grand Funk Railroad and Blue Öyster Cult for Saturday, July 11<sup>th</sup>. (Hairball Grandstand Seats are Free with Fair Admission)

*“In recognition of the priceless value of youth in our communities and the role the Boys and Girls Clubs serve within the lives of our youth, we are excited to participate in the efforts to generate funds for the Chippewa Falls Club,” stated Jerry Jacobson, President of Northwestern Bank. “Northwestern Bank appreciates the opportunity to again partner with the Northern Wisconsin State Fair and support the Boys and Girls Club of the Greater Chippewa Valley.”*

In addition to the price of admission to get into the fair, [tickets to see Trace Adkins](#) start at \$20 for Northwestern Bank Grandstand seating, \$30 for reserve seats, \$50 for premium seats (rows 4 – 10), and \$150 for VIP (includes fair admission). [Tickets for Hairball](#) are \$25 for reserved seats, \$30 for premium seats (rows 4 – 10), \$150 for VIP (includes fair admission), and Northwestern Bank Grandstand seating will be free of charge with general admission. [Tickets for LANCO](#) are \$10 for Northwestern Bank Grandstand seating, \$20 for reserve seats, \$40 for premium seats (rows 4 – 10), and \$150 for VIP (includes fair admission). [Tickets for Grand Funk Railroad and Blue Öyster Cult](#) combined are \$20 for Northwestern Bank Grandstand seating, \$30 for reserve seats, \$50 for premium seats (rows 4 – 10), and \$150 for VIP (includes fair admission).

*“We could not continue to do what we do without the support of this great community and we are honored to be chosen as the 2020 Northern Wisconsin State Fair’s Northwestern Bank Grandstand Fundraiser recipient,” stated Travis Austad, Center Director for the Boys & Girls Clubs of the Greater Chippewa Valley – Chippewa Falls Center.*

## About the Boys & Girls Clubs of the Greater Chippewa Valley – Chippewa Falls Center

Mission: To inspire and enable all youth, especially those who need us most, to reach their full potential as productive, responsible and caring citizens.

- We are an after school and summer program that serves members ages 8-18
- Club has been in the Chippewa Falls community since December of 2012
- We offer over 40 structured programs in 5 core areas of: Character & Leadership, Health & Lifeskills, The Arts, Sports, Fitness, & Recreation, and Education and Career
- Membership cost is \$15/year or \$30 per household
- Some 2018 highlights:
  - 23,000 healthy meals and snacks served to our members
  - 231 members engaged in Club based community service activities in the community
  - 2,004 hours of homework and academic learning completed
- Average Daily Attendance in 2018
  - After School Program: 58
  - Summer Program: 72

*“The longstanding Northern Wisconsin State Fair theme ‘It’s a Family Affair’ includes all youth in our region and this established partnership is our way to continue to show support to the families throughout the Chippewa Valley,” stated Rusty Volk, Executive Director of Northern Wisconsin State Fair. “We ask that these funds be used to benefit the Boys & Girls Clubs of the Greater Chippewa Valley – Chippewa Falls Center.”*

Last year, the Northern Wisconsin State Fair and Northwestern Bank **raised over \$25,000 for the Troop #3055 Memorial Fund** from the Northwestern Bank Grandstand Seat sales from the Friday, July 12<sup>th</sup> Big and Rich with Cowboy Troy and DJ Sinister show and the Saturday, July 13<sup>th</sup> Joan Jett and the Blackhearts show at the 2019 Northern Wisconsin State Fair.

This will be the 123<sup>rd</sup> year of the Northern Wisconsin State Fair serving the Chippewa Valley. Each year the fair offers a plethora of family-fun activities and big-name artists known across the world. From agriculture, to food, carnival rides and games, educational exhibits, vendor shows, and more, the Northern Wisconsin State Fair is truly a “Family Affair.”

As plans develop, the Northern Wisconsin State Fair will continue to share more details on their schedule, exhibits, and more exciting news throughout the near future.

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