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Lowlands Group raises money for charity

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The Lowlands Group, an operator of cafes in Wisconsin, raised $34,997 for three local charities as part of the opening weekend for its newest location.

The fundraiser, which took place May 19-21, was held in concert with the opening of Cafe Hollander in Brookfield. Food Pantry of Waukesha County, Leukemia & Lymphoma Society, and Boys and Girls Clubs of Greater Milwaukee all received funds.

“We had perfect weather, great partners and a strong turnout, which benefitted our fundraising ability tremendously,” said Dan Herwig, director of brand and marketing at Lowlands Group, which has now raised over $100,000 for charity at grand opening events since 2015.

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