



NEWS RELEASE

Wisconsin Beef Council
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FOR IMMEDIATE RELEASE

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United By Beef Fundraiser Donates More Than 10,000 Beef Sticks to Boys & Girls Clubs across Wisconsin

WISCONSIN — More than 10,000 beef sticks have been donated to Boys & Girls Clubs across Wisconsin through the Wisconsin Beef Council's United By Beef shirt fundraiser, helping provide nutritious, high-protein snacks to youth in communities throughout the state.

The beef sticks were distributed to the Boys & Girls Club of West-Central Wisconsin, Boys & Girls Club of the Tri-County Area and Boys & Girls Club of Oshkosh. The fundraiser sold 327 shirts, with all proceeds dedicated to purchasing beef sticks for the clubs.

StoneRidge Wholesale Division, LLC, of Coloma, Wisconsin, helped maximize the impact of the fundraising dollars by providing beef sticks at a discounted price.

"Wisconsin Boys & Girls Clubs serve over two million meals and snacks to youth every year at no cost, because it's hard to learn and grow when you're hungry," said Andy Gussert, Director of the Wisconsin Alliance of Boys & Girls Clubs. "When kids get real beef sticks in their lunch, it's a real treat. We love working with the Beef Council to make this happen."

Beef provides high-quality protein and 10 essential nutrients, helping support growing children. The donation highlights how Wisconsin's beef community and local organizations can work together to support youth and their communities.

"This is a great example of what can happen when Wisconsin's beef industry and community organizations come together," said Kaitlyn Kesler, Director of Communications and Outreach for the Wisconsin Beef Council. "Every shirt purchase helped make this statewide donation possible, and we're grateful to everyone who supported the fundraiser and helped put high-protein snacks into the hands of Wisconsin kids."

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About Wisconsin Beef Council

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Funded by Beef Farmers and Ranchers



The Wisconsin Beef Council is a producer-directed non-profit organization funded by the \$1.00 per head assessment on all cattle sold in the state of Wisconsin per the Federal Beef Promotion and Research Act & Order. Half of one dollar remains in Wisconsin for local beef promotion, while the other half is forwarded to the Cattlemen's Beef Board. The purpose of the Council is to fund beef promotion, research and consumer education activities supporting Wisconsin's \$2.1 billion beef industry. The WBC operates under the guidance of its Board of Directors. The Board is comprised of representatives from cattle-related organizations around the state of Wisconsin.

About Wisconsin Boys & Girls Clubs

Wisconsin Boys & Girls Clubs serve over 138,500 youth across 189 sites in 77 communities, more than any organization outside of our public school system, and more than any other state per population. Their mission is to ensure all young people, especially those who need us most, can reach their full potential as productive, caring, responsible adults.

