



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Wisconsin Beef Council kicks-off t-shirt sales to raise funds for families in need

VERONA, Wis. — The Wisconsin Beef Council is launching a two-week fundraiser, donating all proceeds to Feeding Wisconsin to purchase beef for families in need.

Feeding Wisconsin is the statewide association of the Feeding America food banks that sources, warehouses, and provides food to more than 1,000 local food programs throughout Wisconsin. The Wisconsin Beef Council has a longstanding partnership with Feeding Wisconsin having donated \$7,000 to the organization from previous efforts.

“We are proud to work together and help the foodbanks across our state,” Wisconsin Beef Council Director of Communications and Outreach Kaitlyn Kesler said. “We understand the value beef brings to the table at all stages of life. Beef is a rich protein source offering 10 essential nutrients that are crucial for growing young minds and bodies as well as maintaining strength as we age. Ensuring all consumers have access to beef is important to our organization.”

Working with a local apparel company, the Wisconsin Beef Council is selling grey and black t-shirts, long-sleeve tees, and sweatshirts that feature beef cuts with the text, “You can’t live a full life on an empty stomach.”

The shirts will be available March 20-April 2 and can be purchased online at <https://wi-beef-council.toppromotions.com/store/catalog>.

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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.

