



NEWS RELEASE
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Local CEO's participate in sausage race to support United Way

Racine, Wisconsin (October 6, 2011) – It was a beautiful day outside today at David Insurance where the CEOs of Alliant Physical Therapy Group, Carpetland, David Insurance, Express Employment Professionals, and Image Management all prepared to participate in a race wearing the Klement's Racing Sausages costumes.

At the event, the Chorizo and Italian Sausage waved at passing cars and greeted guests. Attendees could purchase a hot dog lunch and bet on the winning sausages for chances to win prizes, all to raise funds for United Way of Racine County.

Unfortunately, the Bratwurst costume had a mishap en route to the event so Jeff McKeown from Express Employment Professionals participated in a preliminary race instead of the CEO race. He also ran an impromptu race with United Way's vice president of Marketing and Resource Development, Tracy Nielsen. It was sausage versus high heels until Nielsen took a shortcut to beat McKeown. Dave Brown from Carpetland, Chris Antonneau from David Insurance, Chad Novasic from Alliant Physical Therapy, and Claire Weslaski from Image Management all participated in the CEO race. Dave Brown quickly pulled ahead of the pack to become the winning sausage.

The 2011 United Way campaign will continue through the end of the year with more than 10,000 individuals expected to participate. For more information, contact Tracy Nielsen, vice president of Marketing and Resource Development, at 262-898-2249 or tnielsen@unitedwayracine.org.

About United Way of Racine County

United Way of Racine County advances the common good by focusing on education, income and health: the building blocks for a good life. United Way funds more than 60 programs and special

projects, while also initiating and facilitating systems-wide initiatives to create long-lasting change. United Way works in partnership with other individuals and organizations throughout Racine County who bring the passion, resources and expertise to address the community's most critical issues. For more information, visit www.unitedwayracine.org or call 262-898-2240.

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