

Mortenson Family Foundation

PRESS RELEASE

Organization: Mortenson Family Foundation
Contact: Brad Hutter or Erin Starck
Phone: (608) 273-3500

FOR IMMEDIATE RELEASE



MORTENSON FAMILY FOUNDATION GIVES \$100,000 TO UNITED WAY OF DANE COUNTY

July 9, 2009

Madison, WI –

Loren Mortenson and the Mortenson Family Foundation continue their ongoing commitment to providing support for the community's Agenda for Change in our Community through a gift of \$100,000. On Thursday, July 9, the Mortenson Family Foundation made its eighth consecutive annual \$100,000 gift to the United Way of Dane County at the Anderson United Way Center on Atwood Avenue.

The United Way's Campaign Cabinet meeting was attended by Loren Mortenson, his wife Boo Mortenson, his daughter Joelle Mortenson Hutter and her husband Bradley Hutter, who are all members of the Mortenson Family Foundation Board. Loren, the Board's Chairman, presented a \$100,000 check to the United Way of Dane County with

hopes to further energize the cabinet (which is preparing to kick off its 2009 Campaign), while motivating the community to give despite the challenging economic times.

“What we learn in life is what leaders model,” Mike Victorson, the 2009 United Way Campaign Chair and M3 Insurance president, said. “The Mortenson Family Foundation has and continues to model the type of giving leadership our community desperately needs. Our campaign and our community are made better because we have the support of the Mortenson Family Foundation.”

The Mortenson Family Foundation was founded in 1996 by Loren D. Mortenson, following sale of his ownership in Mortenson, Matzelle & Meldrum Insurance (now doing business as M3 Insurance Solutions for Business), which he founded in 1968. Since its inception, the Foundation has been giving an estimated \$250,000 annually to the greater Madison community.

“Our community is extremely fortunate to have the Mortenson Family Foundation’s philanthropic support,” United Way of Dane County president, Leslie Ann Howard, added. “United Way of Dane County is a proud partner with the Mortenson Family in creating lasting solutions to the root causes of our community’s most critical issues. People’s lives are better and our community is stronger because the Mortenson Family Foundation cares.”

The Foundation has designated funds through the United Way to be allocated to HospiceCare Capital Campaign, UW Children’s Hospital, St. Mary’s Foundation, Tellurian, Inc., with the remaining funds to be distributed by the United Way.

In addition, Loren and the Foundation are especially focused on children and families, including the goal of preparing at-risk children for future success and protecting families from domestic violence, dependency counseling and support.

The Mortenson Family also is dedicated to support for the ongoing improvement of and access to our health care system through collaboration with local hospitals and health care non-profits.

Who: Mortenson Family Foundation & United Way of Dane County

What: United Way Campaign Cabinet Meeting / Mortenson Family Foundation Presents \$100,000 Check to the UWDC

Where: Anderson United Way Center, Atwood Avenue

When: Thursday, July 9 at 7:30 a.m.

Why: Hopes to energize the campaign cabinet, inspire other leaders to continue to give and to kickoff the summer campaign

###