

*****News Release*****

Opportunity to Help the Coin Shortage While Helping Families in Need

When: August 11th, 2020, 8 a.m. - 5:30 p.m.
Where: Northwestern Bank-River Prairie
1430 Rivers Edge Trail
Altoona, WI 54720
Interviews: Sandi Polzin, Hope Gospel Mission
Sarah Stokes, Event Sponsor
Jerry Jacobson, President, Northwestern Bank
Photos/Video: Families donating change at Northwestern Bank

Altoona, WI – We are in the midst of a national coin shortage and community members have the opportunity to help circulate change and make a difference August 11th.

Donate jars of change to Hope Gospel Mission's Change for Kids fundraiser and help to recirculate coins into the community. The pandemic slowed the flow of coins circulating through businesses all across the country, and local businesses are facing a challenge of having to ask for only card payments.

On August 11th, from 8:00am - 5:30pm, families are encouraged to bring any type of donation - cash, check or change - to donate to Hope Gospel Mission's cause. Hope Gospel Mission has a goal of raising \$25,000 to help provide shelter, training and counseling for families.

Sandi Polzin of Hope Gospel Mission said, "These are hard times for everyone, but every penny counts towards helping our families."

The five donation sites include Northwestern Banks in River Prairie, downtown Chippewa Falls and Lake Wissota, along with Down To Earth Garden Center and Hope Gospel Mission's office. Donation locations will be hands-free to encourage social distancing and safe practices.

"This is an opportunity to make an impact in the lives of those in the Chippewa Valley and an impact on our economy with the resurgence of coins," said Sarah Stokes, owner of STOKES|HERZOG Marketing + Consulting.

This event is sponsored by STOKES|HERZOG Marketing + Consulting, Northwestern Bank, Markquart Motors, Down to Earth Garden Center, Olson's Ice Cream, and Chippewa Valley Energy. Northwestern Bank is once again matching donations up to \$5,000. Olson's Ice Cream is also giving kids who donate a free ice cream coupon.

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