



NEWS RELEASE

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Dairyland Power Earns “Golden Helmet” Active Commuting Award

LA CROSSE, WI— Dairyland Power Cooperative has been recognized by the Driftless Region Bicycle Coalition (DRBC) with a 2013 Golden Helmet award for “getting more people on bikes more often.”

The award is the result of a friendly competition among La Crosse area companies to increase active commuting during the recent Coulee Region Bike to Work Week. Area companies registered to compete in such categories as the number of bicyclists at their businesses, and the number of miles logged by participants during Bike to Work Week.

“It’s great that DRBC recognizes companies that are encouraging employees to bike to work and promoting active commuting in general. Bicyclists from Dairyland had fun with the competition and it helped kick-start good active commuting habits to carry through the summer biking season,” said Ed West, year-around bicycling enthusiast and Dairyland Director, Information Services.

Dairyland Power was third in both the *Most Miles* and *Highest Percentage of Participants with over 100 Employees* categories, helping the cooperative earn a 2013 “coveted” Golden Helmet award. Participating employees at Dairyland registered a total of 254 miles during the Bike to Work Week in mid-May.

For more information on DRBC, see www.driftlessbicycle.org.

With headquarters in La Crosse, Wis., Dairyland provides wholesale electricity to 25 member distribution cooperatives and 16 municipal utilities. A Touchstone Energy Cooperative, Dairyland’s service area encompasses 62 counties in four states (Wisconsin, Minnesota, Iowa and Illinois). Dairyland’s generation resources include coal, natural gas, hydro, wind, solar, landfill gas and animal waste. For more information, please visit www.dairynet.com.

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