

news release



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For Immediate Release

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New North Announces People, Possibilities, and Progress Diversity Award

Regional Group Accepting Applications for New North Companies that Embrace Diversity

NEW NORTH, July 3, 2007 – The New North, Inc. is very proud to announce the first annual People, Possibilities, and Progress Diversity Award, which is intended to recognize and celebrate regional businesses and organizations that have demonstrated a commitment to embracing diversity.

“The New North is home to some of the country’s best companies and best working environments,” said Jerry Murphy, Executive Director of the New North, Inc. “This award is an opportunity to highlight some of these businesses that make our region so great.”

A winner will be selected based on a number of criteria, including management, vendor selection, and marketing practices that help support diversity, as well as company values and community leadership.

All companies located within the 18-county New North region are eligible to participate.

All entries must be postmarked by September 30, 2007, and a winner will be selected at the New North summit in December.

“We look forward to hearing from entrants from Northeastern Wisconsin as we look to select a winner this fall,” Murphy said.

For more information on the award or to learn how to apply, please visit <http://www.thenewnorth.com/thenewnorth/home/diversity+award.asp>.

New North, Inc. is a regional collaboration effort focused on promoting regional cooperation and economic development in an 18-county region in Northeast Wisconsin. The 18 counties included in the New North are Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee, and Waushara. To find out more information about New North, Inc., please visit our website at www.thenewnorth.com.

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