

news release



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For Immediate Release

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New North Businesses Promote Diversity

Green Bay Cub Foods Stores Encourage Diverse Workforce; New North Accepting Nominations for Diversity Award

NEW NORTH, September 12, 2007 – Cub Foods, which operates two grocery stores in the city of Green Bay, has made diversity a priority in the way they conduct their business.

“At Cub Foods, we recognize the value of diversity throughout our organization,” said Craig Beyl, Store Manager for the Green Bay West Cub Foods. “We realize that diversity means different things to different people, and by embracing it, we can support our company’s success and encourage people to reach their full potential.”

Cub established a Diversity Council in order to continue their commitment to meeting the needs of their customers, associates, and the neighborhoods they serve, with the goal of fostering an inclusive environment for everyone involved.

In an effort to highlight the efforts of companies like Cub Foods, the New North, Inc. is currently accepting nominations for its first annual People, Possibilities, and Progress Diversity Award, which will recognize businesses and organizations in Northeastern Wisconsin that have demonstrated a commitment to embracing diversity.

“Diversity is a critical component of any successful company or organization,” said Jerry Murphy, Executive Director of the New North. “Whether its ideas, background, race, or gender, diversity is a driving force behind innovation and success, and our goal is to highlight the ways New North companies are embracing this notion.”

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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