



NEWS RELEASE – For Immediate Release

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Sustainability Award Submissions Sought by SDI

La Crosse, WI – Want to know what your Driftless neighbors are doing to support sustainability throughout the four-state region? Learn about best practices and innovative sustainability efforts through a new event to debut in 2026: Sustainable Driftless, Inc.’s (SDI) Annual Sustainability Awards.

No stranger to awards, SDI has garnered more than 48 – including a regional Emmy – for its documentary films about the Driftless. Filmmaker and SDI president Tim Jacobson notes, “It’s a rush! To have your efforts acknowledged and celebrated is a fantastic feeling. Highlighting best sustainability practices by people, communities, and organizations in the Driftless area will inspire people of all ages in understanding that our region’s health, success, and sustainable growth is dependent upon managing our unique natural resources wisely.”

Online submissions in these four categories will be accepted during the month of January:

- *Outstanding Business*
- *Outstanding Non-Profit/Community*
- *Outstanding Land Management*
- *and the George Howe Legacy Award: Outstanding Educator.*

Eligibility and judging criteria may be viewed at <https://sustainable-driftless.org/annual-drifty-awards-1>

Cash prizes, a commemorative gift, and bragging rights will be bestowed upon the finalists.

Entrants must demonstrate an impact within the Driftless Region of southwest central Wisconsin, southeast Minnesota, northeast Iowa, or northwest Illinois. There are other groups recognizing sustainability in parts of the region, said Jacobson, but SDI is the only

one encompassing the entire Driftless Area.

Celebrating a decade of programming, SDI is a 501(c)3 governed by a board with representatives from all four Driftless states.

About Sustainable Driftless, Inc.

Sustainable Driftless, Inc. is a nonprofit dedicated to inspiring resource conservation, vibrant communities, and sustainable growth in the Driftless Region. This epic natural, cultural, and historic treasure—little known outside the Midwest—boasts landscapes rivaling Yellowstone or the Smoky Mountains. By promoting the Driftless as a premier international geotourism destination, the organization works to strengthen conservation, support rural communities, and encourage the thoughtful, sustainable use of this one-of-a-kind landscape.

For more information, visit <https://Sustainable-Driftless.org> or contact Jan Wee at sustainabledriftless.outreach@gmail.com
