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FINALISTS NAMED IN FIRST ANNUAL DRIFTY AWARDS

LA CROSSE, WI – With awards season in full swing, Sustainable Driftless Inc is adding to the excitement by unveiling its inaugural list of outstanding sustainability projects. Nine finalists have been named: four from Wisconsin, two from Iowa, two from Illinois, and one from Minnesota.

“There are other sustainability awards in the Driftless, and we fully support their programs,” said board member and event planner Nancy Breed. “What makes ours unique is we seek self-nominations from throughout the entire region, all marvelous 24,000 square miles of it.”

An independent panel of judges scored each nomination. Up to three finalists were named in each category: Land Management, Business, Nonprofit/Community, and Educator. They will be honored at an awards banquet on Saturday, April 18 in La Crosse, WI.

Finalists are, from Wisconsin: All Season Farm from Cashton, Longfellow Middle School from La Crosse, The Prairie Enthusiasts from Viroqua, and The Valley Stewardship Network, also from Viroqua. From Iowa: Farmers Land Investment Cooperative and Rabbit Hollow Nature Conservancy. From Illinois: The Galena Territory Association and Thoren Farms from Stockton. From Minnesota: City of La Crescent.

Videos of each project will be featured during the celebration. All finalists will receive a cash prize. Winners will be named and a customized Drifty gift will commemorate their award.

Sustainable Driftless knows a thing or two about winning awards. “We won more than 50 film festival awards and a Midwest Regional Emmy for *Decoding the Driftless*,” noted Breed, “and we’re on track to do just as well with our new release, *Spirit of the Driftless*. We want to broaden our mission by celebrating the important sustainability work being done by others to inspire resource conservation, vibrant communities and sustainable growth in the Driftless.”

With a scenic river setting, **Pettibone Resort**, 333 Park Plaza Drive, La Crosse, will host the gala. The evening begins at 5pm and includes a cash bar, catered dinner by Pogy’s, a silent auction, and the awards ceremony. The event is sponsored by the **Dr. Lee Johnson Memorial**. Tickets are \$50 per person and may be purchased online at <https://sustainable-driftless.org>

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Nancy Breed, Board Member and Event Planner
Sustainable Driftless, Inc.