



Wisconsin 4-H Foundation

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FOR IMMEDIATE RELEASE

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U.S. CELLULAR SUPPORTS WISCONSIN 4-H

Organization commits to support 4-H leadership development programs

Madison, Wis. (August 15, 2016) – The Wisconsin 4-H Foundation announced today that U.S. Cellular has joined the ranks of corporations who provide support for the Wisconsin 4-H program. The Chicago-based cellular service provider comes on board as a Silver Clover Corporate Sponsor. The 4-H Foundation provides resources so 4-H can create cutting-edge, relevant programs for young people to learn real-world skills that will prepare them for the challenges of today and tomorrow.

“It only makes sense that a technology organization with a statewide presence would support Wisconsin 4-H,” says Brenda Scheider, Director of the Wisconsin 4-H Foundation. “With our strong emphasis on STEM, workplace readiness and leadership development, Wisconsin 4-H is a great fit with U.S. Cellular.”

Nearly 150,000 youth participate in the Wisconsin 4-H program, with the majority hailing from urban areas of the state. More than 22,000 volunteers support the program.

U.S. Cellular is committed to making a positive impact in the communities where its associates live, work and play. The company strives to build a connection with its communities by supporting a cause that strengthens every neighborhood.

“At U.S. Cellular, we are dedicated to supporting STEM education programming in the big and small cities as well as rural communities we serve across Wisconsin,” said John Heimsch, director of corporate-owned sales for U.S. Cellular in Wisconsin. “We are excited to be working with the Wisconsin 4-H program and helping develop our next generation’s workforce.”

Scheider is looking forward to the partnership, saying, “The Foundation couldn’t be more pleased with U.S. Cellular’s support. Their generosity continues the Foundation’s mission to invest in the positive development of 4-H youth.”

As one of Wisconsin’s largest youth development organizations, Wisconsin 4-H Youth Development is empowering the next generation of leaders. Since 1914, Wisconsin 4-H Youth Development has helped young people develop the skills they need to meet the demands of our complex and ever-changing world. 4-H has grown from a rich history of agricultural clubs that helped the University of Wisconsin-Extension connect families to research-based advancements in farming technology and techniques. Today’s 4-H still boasts strong programs in agriculture and animal science and has grown to include science, leadership, healthy living and communications programming that will help Wisconsin youth build a healthier and more prosperous future.

Nearly 150,000 Wisconsin youth participate in 4-H through community clubs, special educational opportunities at school, after school programs, or at neighborhood or youth centers. And nearly 22,000 adult volunteers and 2,200 youth volunteers help deliver 4-H programming across the state.

The Wisconsin 4-H Foundation, based in Madison, Wisconsin, provides essential funding for 4-H programs throughout Wisconsin. By partnering with individuals, corporations and foundations, the Foundation supports more than 150,000 youth who take part in various 4-H leadership, developments, and community-building activities throughout the state. Learn more about the Wisconsin 4-H Foundation by visiting www.Wis4HFoundation.org.

U.S. Cellular is the fifth-largest full-service wireless carrier in the United States, providing national network coverage and industry-leading innovations designed to elevate the customer experience. The Chicago-based carrier has a strong line-up of cutting-edge devices that are all backed by a high-quality network in big and small cities and rural communities, and currently, 99 percent of customers have access to 4G LTE speeds. U.S. Cellular was named a J.D. Power and Associates Customer Champion in 2014 for the third time in four years. To learn more about U.S. Cellular, visit one of its retail stores or uscellular.com. To get the latest news, promos and videos, connect with U.S. Cellular on [Facebook.com/uscellular](https://www.facebook.com/uscellular), [Twitter.com/uscellular](https://twitter.com/uscellular) and [YouTube.com/uscellularcorp](https://www.youtube.com/uscellularcorp).

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