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Fond du Lac Festivals Presents School District With Award for Walleye Weekend Event

(5/4/10)—Fond du Lac Festivals presents the Fond du Lac School District with an award for their participation in the Walleye Weekend 2009 AT&T Phone Book Recycling Project. The International Festival & Events Association (IFEA) presented the IFEA/Haas & Wilkerson Pinnacle Award to Fond du Lac Festivals, Inc. for the Best Environmental Program at Walleye Weekend 2009. This project challenged each elementary school to bring in as many old phone books as possible to recycle.

“Fond du Lac Festivals was happy to partner with the school district on this project,” Mary Ann Dilling, executive director of Fond du Lac Festivals, Inc., said. “This was a great way for us to help educate our youth on recycling, and continue at the festival with our festival guests.”

“The AT&T Phone Book collection was a fantastic opportunity for elementary students to work with their teachers, fellow students and the community in a recycling project that further developed their awareness of the importance of being environmentally responsible,” Gloria Schmidt, community relations coordinator, said.

Waters Elementary School took first place in the competition by collecting the most phone books, winning them \$500 from AT&T Real Yellow Pages. Second place was awarded to

Evans Elementary School and they received a check for \$350. Lakeshore Elementary School won third place and \$150.

Waters Elementary School third graders also got to take a trip to Walleye Weekend 2009 to build a castle out of the collected phone books. The money awarded to them through this project was put toward a new sound system.

Tony Barthuly, Chief of Police for Fond du Lac and Co-Chair of Walleye Weekend, was impressed with the efforts of the Phone Book Recycling Project.

Additional assistance for this project came from Johnson Bus Company, Waste Management, Youth Community Service Program and the City of Fond du Lac.

“The teamwork and can-do attitude of the students involved in this project was tremendous,” Barthuly said. “The students’ families, teachers and community should be proud. Projects such as these are what make our community special. Thank you to AT&T and Walleye Weekend for making this project a success.”

Sponsored by industry leader Haas & Wilkerson Insurance, the professional competition draws entries from among the world’s top festivals and events.

Winning entries came from organizations as diverse as the Indy 500 Festival, Indianapolis, IN; Walt Disney Company, Orlando, FL; San Jose Holiday Parade, San Jose, CA; Kentucky Derby, Louisville, KY; Pasadena Tournament of Roses, Pasadena, CA, and Memphis In May, Memphis, TN.

Fond du Lac Festivals, Inc. is a non-profit organization founded in 1983 with a mission to direct, promote, and support festivals and special events that showcase the Fond du Lac community. The organization, with a great deal of help and support from the community, is responsible for Walleye Weekend, Light Up the City, and Horicon Bank’s Taste of Fond du Lac.

These events benefit more than 100 local non-profit organizations. More information is available at www.fdlfest.com.

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