



West Bend Mutual Insurance Company collects Cell Phones for Soldiers

WEST BEND, WI (Sept. 1, 2011) – West Bend Mutual Insurance Company, a member of the Professional Insurance Agents of Wisconsin (PIAW), aided in the collection of more than 4,400 cell phones for Cell Phones for Soldiers, an organization that provides soldiers with prepaid calling cards purchased with the money from either reusing or recycling donated cell phones.

“We’re very proud of our associates who donated to Cell Phones for Soldiers,” said Kelly Tighe, West Bend’s vice president of sales. “We’re happy to help provide soldiers serving overseas with a way to communicate with their friends and families.

“Giving back to our community and throughout our state is very important to us as an organization,” Tighe said. “Several of our associates have loved ones currently serving overseas so this effort hits close to home. And it’s one small way we can acknowledge the powerful sacrifice our service men and women make every day.”

PIAW designates a different charity each year as the focus of its fundraising efforts. “PIAW and its members strongly believe in giving back to the community. Supporting a specific charity each year is one small part of the contributions made by our members,” said Ron Von Haden, CIC, executive vice president of the PIAW. “Our members donate thousands of hours’ worth of their time and talents to help groups in their communities.”

Cell Phones for Soldiers was founded by teenagers Robbie and Brittany Bergquist from Norwell, Mass., with \$21 of their own money. Since then, the non-profit organization has raised almost \$2 million in donations and distributed more than 500,000 prepaid calling cards to soldiers serving overseas.

For more information on Cell Phones for Soldiers or to donate, visit www.cellphonesforsoldiers.com.