



**FOR IMMEDIATE RELEASE**

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**Contact:** Cheryl J. Lightholder  
Office: 414-847-4165 or Cell: 414-750-0603

**DONALD DRIVER TO VISIT  
PEWAUKEE LAKE ELEMENTARY SCHOOL  
ON MONDAY, MAY 21 IN GOODWILL  
DONATION CHALLENGE**

**What:** Goodwill's Pack'er Up Donation Challenge ended on April 30 with 730 schools participating and Pewaukee Lake Elementary winning a visit from the Green Bay Packer's all-time leading receiver and Super Bowl Champion Donald Driver. The school has 975 students and they donated 65,909 items to Goodwill!

The schools and communities really rallied around the Pack'er Up promotion this year; the second place school was Shady Lane Elementary in Menomonee Falls and third place went to Butler Middle School in Waukesha. All participating schools donated a total of 882,850 items in 2018 – AMAZING!

“The Pewaukee community really pulled together and accomplished an amazing end-prize for their children. This community really loves Donald Driver!” said Pat Boelter, chief marketing officer, Goodwill.

**When:** Pewaukee Lake Elementary School is planning two assemblies with K through 3<sup>rd</sup> Grade students.  
Monday, May 21 starting at 10:00 a.m.

**Where:** 510 Lake Street, Pewaukee 53072  
At the High School Auditorium

**Why:** Goodwill Industries of Southeastern Wisconsin sees this donation challenge as a way for the organization to publicize its commitment to the environment (April was Earth Month) through reusing, reducing and recycling, and do so with a promotion that is fun and exciting with well-respected sports figure and Goodwill spokesperson, Donald Driver.