

To: Bill Harker  
Appleton Post Crescent

From: Linda Muldoon  
OLD THIRD WARD  
NEIGHBORHOOD



As requested by Val Wylie



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**For Immediate Release**

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**APPLETON, WISCONSIN NAMED HOMETOWN PRIDE AWARD  
WINNER BY MIDWEST LIVING MAGAZINE AND TOYOTA TRUCKS**

**Sixteen winners will each receive \$1,000 in cash**

Des Moines, Iowa -- (June 15, 1998) -- The "Old Third Ward Neighborhood" project in Appleton, Wisconsin, is one of 16 winners in the Midwest Living magazine 1998 Hometown Pride Awards Program, sponsored by Toyota Trucks.

A winner in the "Historic Preservation" category, Appleton neighbors were honored for their achievements in preserving a threatened historic area. Concerned that one of Appleton's original neighborhoods was going to be completely lost, a group of citizens set out to save the city's Old Third Ward. They formed a group to educate politicians and citizens on the significance of the neighborhood, and they developed a walking tour map of the area. The group has successfully persuaded the county to put on hold expansion and property acquisition plans for the next 10 years.

The Hometown Pride Awards program was designed to recognize Midwesterners who, through their volunteer efforts, make the Heartland a better place to live. According to researchers at Roper Starch, Midwesterners lead the nation in volunteering time and giving money to social issues and causes. They most often choose to volunteer time and resources on behalf of youth and community-related activities.

## 2) Appleton, Wisconsin, a Winner in Hometown Pride Awards Program

"The Midwest is known for its community pride and for its high rate of volunteerism," said Dan Kaercher, editor of Midwest Living. "Though we're never surprised at the many entries we receive, we are always amazed at the magnitude of community involvement and at the ingenuity and creativity of Midwesterners in getting things done. Clearly, we're proud to honor these volunteer efforts."

This year's Hometown Pride Awards program attracted nearly 500 entries, representing volunteer projects on behalf of communities both large and small. The winners ranged in size from Colwell, Iowa, with its population of 100, to St. Paul, Minnesota. Each of the winners will receive \$1,000 in cash to help finance their projects. They'll also be featured in the October issue of Midwest Living magazine.

The Hometown Pride Awards are held every two years. Toyota Trucks has joined the magazine as presenting sponsor for the past two consecutive competitions.

"We support the Hometown Pride Awards in the spirit of empowerment," said Mike Bevan, national advertising manager of Toyota Motor Sales, U.S.A., Inc. "We are committed to giving back to the communities in which we do business, so we look for organizations that help communities help themselves and programs that support people in finding ways to improve their own lives."

The Hometown Pride Awards is divided into four categories of community service: People Helping People, Beautification/ Environment, Historic Preservation, and Economic Development. Each category includes four classifications based on population, so communities of similar size compete against each other.

The first magazine to focus on the interests, values and life-styles of the Midwest region, Midwest Living is distributed primarily in the 12 Midwest states. In 11 years, the magazine's paid circulation has more than doubled to 815,000.

For information on the Hometown Pride Awards program, visit the Midwest Living Web site: [http://midwestliving.com/genstore/hometown/new\\_htp.html](http://midwestliving.com/genstore/hometown/new_htp.html).

### 3) Appleton, Wisconsin, a Winner in Hometown Pride Awards Program

#### Background on sponsors of the Hometown Pride Awards:

Meredith Corporation, headquartered in Des Moines, Iowa, is one of America's leading media and marketing companies. Meredith businesses center on magazine and book publishing, television broadcasting, residential real estate marketing and franchising, and brand licensing.

The Meredith Publishing Group is the country's foremost home and family publisher. The group creates and markets magazines including *Better Homes and Gardens*, *Ladies' Home Journal*, *Country Home*, *Country Home Country Gardens*, *Country America*, *Midwest Living*, *Traditional Home*, *Renovation Style*, *WOOD*, *Family Money*, *American Patchwork & Quilting*, *Decorative Woodcrafts*, *Cross Stitch & Needlework*, *Crafts Showcase*, *Floral & Nature Crafts*, *Successful Farming*, *Mature Outlook*, *Crayola Kids*, *Golf for Women*, the *American Park Network*, 42 Special Interest Publications, custom publications through Meredith Custom Publishing, and books titled under Meredith trademarks including the popular *Better Homes and Gardens New Cook Book*.

The Meredith Broadcasting Group includes 11 television stations in locations across the continental United States: KPHO-TV (CBS) in Phoenix, AZ; WOFL-TV (FOX) in Orlando, FL; KPDX-TV (FOX) in Portland, OR; WFSB-TV (CBS) in Hartford-New Haven, CT; KCTV (CBS) in Kansas City, MO; WSMY-TV (NBC) in Nashville, TN; WHNS-TV (FOX) in Greenville, SC; WNEM-TV (CBS) in Flint-Saginaw, MI; KVVU-TV (FOX) in Las Vegas, NV; WOGX-TV (FOX) in Ocala-Gainesville, FL; and KFXO-TV (FOX) in Bend, OR.

Toyota Motor Sales, U.S.A., Inc. ranks among the leading automakers in the nation. Toyota is in the business of building products that help people get where they want to go everyday. That commitment has a lot to do with their charitable endeavors. Toyota knows that the keys to the continued well-being of any community are in the hands of its citizens, and the company is proud to help unlock that potential.

Among several community commitments is The Toyota Families for Learning program, an effort that helps parents build their academic skills. Toyota believes that adults who grow passionate about learning will inspire their children to get the most out of school. As part of this program, Toyota also provides parents with counseling in conflict resolution, discipline through communication, and goal setting. The Toyota TAPESTRY Grants is a partnership between Toyota Motor Sales, U.S.A., Inc. and the National Science Teachers Association. The company awards up to \$400,000 a year in grants to science teachers who create innovative environmental and physical science projects.

Toyota works alongside Habitat for Humanity to help build houses for those who can't otherwise afford them. In addition to donating money and trucks, Toyota employees have worked with the new homeowners to help build their houses. Toyota also supports The Doe Fund in its search for permanent solutions to homelessness. Toyota has donated equipment to help the fund generate revenue with a street cleaning service that provides the homeless with jobs.