



For Immediate Release

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## **Well City Milwaukee Named a Semifinalist in Lodestar Foundation's 2011 Collaboration Prize**

*20 semifinalists recognized for successful and innovative partnerships; Eight finalists to be selected and awarded a total of \$250,000*

**PHOENIX, Ariz., January 19, 2011** – Well City Milwaukee has been selected as a semifinalist for the 2011 Collaboration Prize created by The Lodestar Foundation, an organization dedicated to maximizing the growth and impact of philanthropy. Each of the 20 semifinalists, chosen from over 800 submissions, represents a successful collaboration created between two or more nonprofit organizations.

"We are honored to be selected as a semifinalist for the 2011 Collaboration Prize and hope that our achievements encourage other nonprofits to work together to more effectively and efficiently deliver assistance to those in need," said Janet McMahon, executive director, Well City Milwaukee.

"The Well City Milwaukee initiative has been nothing short of amazing," said Julia Taylor, President of the Greater Milwaukee Committee, "This project has not only earned Milwaukee the 'Well City USA' designation, but extended wellness program access to over 100,000 people – and we have more to go. Some participants have seen employee lives impacted on a scale we didn't even anticipate; from individuals who discovered an immediate need for emergency treatment for life-threatening heart problems to people who have lost over 50 pounds. There's no question that Well City Milwaukee is a shining example of how you can dramatically improve quality of life for an entire community."

"The pool of applicants for the 2011 Prize exceeded our expectations and provided an array of impressive and innovative collaborations from which to choose," said Jerry Hirsch, The Lodestar Foundation Chairman. "The semifinalists, who successfully leveraged human and financial resources to achieve greater impact, will now serve as models of collaboration for others in the nonprofit sector – showcasing how working together can bring about extraordinary results."

### **About Well City Milwaukee**

Well City Milwaukee is a collaboration led by three key partners including the City of Milwaukee, the Greater Milwaukee Committee (GMC) and the Metropolitan Milwaukee Association of Commerce (MMAC) with operational support from the YMCA of Metropolitan Milwaukee and the Wisconsin Wellness Council. The workplace wellness coalition was launched in 2007 with the goal to improve the health and well-being of the workforce in Milwaukee and have a ripple effect on the community at large. For more information please visit [www.wellcitymilwaukee.org](http://www.wellcitymilwaukee.org).

### **About The 2011 Collaboration Prize**

The collaboration must involve two or more nonprofit organizations. Each collaboration will be judged on the extent to which it demonstrates improved effectiveness in achieving social good; more effectively uses human and financial resources; represents an innovative response to a specific challenge or opportunity; and exhibits characteristics that would demonstrate that the collaboration is a model for the field, sector, or community.

Out of these 20 semifinalists, the Selection Panel – a group chaired by Sterling Speirn, president and CEO of the W.K. Kellogg Foundation, and comprised of elite philanthropists and leaders of major philanthropic foundations – will choose eight finalists who will receive \$12,500 and the grand prize winner, to be chosen from among the eight, will receive an additional \$150,000. The finalists will be announced in early February 2011 and the grand prize winner will be announced in April 2011. For more information and for a full list of the 20 semifinalists, please visit [www.thecollaborationprize.org](http://www.thecollaborationprize.org).

### **The Lodestar Foundation**

The Lodestar Foundation is a grantmaking organization devoted to maximizing the growth and impact of philanthropy and provides funds nationally and internationally to organizations that support its mission. In support of this mission, Lodestar created the Collaboration Prize in 2009 to identify achievements in collaboration as models for inspiration and replication. True to the spirit of collaboration, the Lodestar Foundation has partnered with AIM Alliance, the Foundation Center, La Piana Consulting and other foundation and nonprofit leaders to support the 2011 Prize. Please visit [www.lodestarfoundation.org](http://www.lodestarfoundation.org) for more information.

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