



RAWHIDE YOUTH SERVICES TO PARTNER WITH FESTIVAL FOODS AND BERNATELLO'S FOODS

With Every Brew Pub Pizza Purchased, \$1 Will Be Donated To Support Rawhide

GREEN BAY, WISCONSIN – (Jan. 6, 2021) – Between Jan. 13-20, [Bernatello's Foods](#) will donate \$1 to [Rawhide Youth Services](#) for every Brew Pub Pizza purchased at any of the 33 [Skogen's Festival Foods](#) locations in Wisconsin.

"For Bernatello's and Brew Pub Lotzza Motzza, getting involved in the community is a vital part of what we do," said Matt Selvig, Bernatello's Foods advertising and promotions manager. "This promotion is another way we can get involved with the community to show, not only the New London community, but also the entire state what Rawhide is doing. And if we can do that through selling pizza and letting folks enjoy a delicious Brew Pub Lotzza Motzza Pizza and knowing \$1 goes back to Rawhide, then that's a win-win for everyone involved."

The funds raised will go toward fulfilling Rawhide's mission to transform the lives of Wisconsin's at-risk youth through residential and community-based programs and services.

"We are very thankful to our partners at Bernatello's and Festival Foods for coming together and supporting Rawhide's mission to work with at-risk youth in Wisconsin," said Heather Stern, Rawhide's chief development officer. "It means the world to us to be able to collaborate with these two incredible businesses. This donation will allow our therapists, youth development specialists and teachers to continue their healing work with traumatized youth as we kick off 2021."

Rawhide offers residential and community-based programs and services for boys ages 11 to 18 in New London and has counseling centers in Appleton, Fond du Lac, Green Bay, Milwaukee, New London and Shiocton to offer therapy to young men and women. Rawhide also offers equine-assisted therapy in Fond du Lac, New London and Shiocton.

"The care and love for people is by far what connects us the most," said Selvig. "Rawhide sees the potential in everyone and that, no matter what happens to young people and the decisions they make, there's always hope for restoration. Taking care of people, that's what we both do."

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Rawhide, Inc. is a faith-based 501(c)(3) recognized charity that offers Wisconsin's at-risk youth and families a full array of residential and community-based services to equip them with tools to build healthy relationships and behaviors that will help them overcome life's challenges.

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