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Fox Communities Credit Union to Return as Presenting Sponsor for Wisconsin's Popular Mile of Music Festival

A four-day festival that showcases live, original music in Appleton, Wisconsin, Mile of Music has announced that long-time partner Fox Communities Credit Union will fill the role as the event's presenting sponsor for the second year in 2020.

The grassroots Festival will return for its eighth installment – also referred to as Mile 8 – July 30-August 2, thanks in great part to the substantial support provided by Fox Communities. Produced by Willems Marketing & Events, Mile of Music will feature free performances from approximately 225 local and national touring artists throughout the weekend at dozens of indoor and outdoor venues in Downtown Appleton.

As Dave Willems, President of Willems Marketing and Executive Producer of Mile of Music, shared, Fox Communities was one of the first organizations to lend its support in 2013 when the Festival was first coming together, and this backing has continued to expand to the lead sponsor role with encouragement, guidance and funding along the way. Willems explained, "Ever since our first meeting with the leadership team in 2013 when The Mile was just a vision, Fox Communities has shown nothing but support for the good vibes this Festival can bring to our community."

Cathy Harvath, Vice President of Marketing for Fox Communities Credit Union, says her team looks forward to playing such a key role in making Mile of Music happen again. She explained, "There is so much support poured into this Festival each year – from the artists, business communities and non-profits making it such a huge success. Fox Communities is proud to help lead this collaborative effort in bringing such a special music-focused event to Appleton and delivering the best experience possible to everyone involved."

The collaboration between Fox Communities and Mile of Music also includes Bike to the Beat – a community bike ride that's been held in conjunction with the Festival since 2016 and will return with "Track 5" on Saturday, August 1. Hosted by Fox Communities, Bike to the Beat is set to include live music stops on the 6- to 50-mile course with more than a dozen Mile 8 artists appearing. All proceeds raised through registration will be donated to local non-profits. Bike to the Beat raised more than \$56,000 with 3,600 participating riders in 2019. As Harvath said, "It's really a fun-filled weekend for everyone!"

Fox Communities Credit Union opened their first location in 1937. Starting out as Combined Locks Credit Union, serving employees of Locks Mill, the credit union grew to \$1 million in asset size by 1974. In the 80's, the Credit Union expanded to serve all the residents of the area, becoming Fox Communities Credit Union in 1987. Fox Communities Credit Union is now 82 years strong, serves over 105,000 members, manages \$1.8 billion in assets, and employs over 430 dedicated team members who support 22 branch locations. As a member owned financial institution, Fox prioritizes people over profits. Fox has and will continue its commitment to remain a vital part of the communities we serve, through our support and involvement.