



FOR IMMEDIATE RELEASE

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Photos available upon request

Roth Käse USA and Family Fresh Pack Donate 'Cheese Days' Earnings to Local Green County Charities

MONROE, Wis. — Roth Käse USA of Monroe, WI and Family Fresh Pack, or Belleville, WI donated their earnings from the sale of a variety of specialty cheeses and cold pack spreads at this year's Green County Cheese Days - more than \$4,300 – to Green County Habitat for Humanity and Green Haven Family Advocates.

30 Roth Käse USA and Family Fresh Pack employees volunteered to assist in the companies' charitable efforts during the three-day Cheese Days event.

"We are pleased to continue our tradition of community involvement by supporting these important non-profit groups," said Roth Käse President Steve McKeon.

Green County Cheese Days, a tradition since 1914, is a biannual celebration of cheese and the dairy industry that includes demonstrations of cheesemaking, cow milking and cooking, and opportunities to taste and buy cheese and dairy products. The festive event draws approximately 100,000 people.

Green County Habitat for Humanity builds and rehabilitates homes with donations and volunteer labor; the homes are sold at no profit. Green Haven provides prevention education, advocacy, support and services for families and individuals in Green County affected by abuse and violence.

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All Roth Käse cheeses are hand-crafted by master cheesemakers according to traditional techniques. With roots in Switzerland, Roth Käse is now a leading manufacturer and marketer of handcrafted, award-winning cheeses in Monroe, Wisconsin, making only the highest quality, best-tasting cheeses. For more information on Roth Käse, contact Kirsten Jaeckle, Director of Marketing, telephone: 608.845.5796 x 5, or visit the website at www.rothkase.com.