



**Kinnickinnic
River Land Trust**
Conservation
Community
Education

NEWS RELEASE

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River Falls State Bank Joins Kinnickinnic River Land Trust Corporate Counsel for the Kinni

River Falls, WI – December 22, 2009 – River Falls State Bank, a long time business member of the Kinnickinnic River Land Trust, has partnered with the Kinnickinnic River Land Trust (KRLT) as a “Watershed Associate” member of the *Corporate Council for the Kinni*. The designation signifies that River Falls State Bank, believing in the sustainable mission for the KRLT, has contributed an annual business membership of \$1,000 to the organization for the protection of the Kinnickinnic River and its watershed.

“The Kinnickinnic River is a tremendous asset to our community and we are pleased to be the newest member of the *Corporate Council for the Kinni*,” said Dan Davison, President, CEO and Chairman of the Board of River Falls State Bank, “The Kinnickinnic River Land Trust is working with the community and local landowners to ensure that the Kinni remains cold, clean and clear and doing so in a way that recognizes that a healthy environment is critical to a healthy economy.”

Nelson French, the Executive Director of the Kinnickinnic River Land Trust, hopes that many Kinnickinnic River Watershed businesses will follow in River Falls State Bank’s steps to become members of the “*Corporate Council for the Kinni*.” According to French, “We are thrilled to add River Falls State Bank to our growing number of *Corporate Council for the Kinni* members. They are a business in which management and employees recognize and understand the need to preserve the natural beauty we have here in the Kinnickinnic River watershed. River Falls State Bank has stepped up with a multi-year financial contribution which will help us maintain an active program to protect and restore high priority land in the Kinnickinnic River Watershed.”

For more information about the Kinnickinnic River Land Trust, contact Nelson T. French at 715-425-5738 or by e-mail at: nelsonfrench@kinniriver.org . Also visit their website at www.kinniriver.org .