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## *Waterfront Recognized for State Award*

The Waterfront Restaurant and Tavern has been selected for the Restaurant Neighbor Award by the Wisconsin Restaurant Association as the Small Business segment winner for their outstanding involvement within the community.

The Waterfront will now compete with other state finalists for the national title awarded by the National Restaurant Association. The winner will receive a \$5,000 award to help support a favorite charity or community project. They will also be flown to Washington, DC to accept the honor at an awards dinner in September.

“At the Waterfront, we have always been passionate about the La Crosse community and are honored to be recognized,” said Libby Weber, operating partner of the Waterfront.

In the forefront of their community involvement is the organization of the first annual, 2008 Veterans Memorial Ride and the success of raising approximately \$200,000 for a Scholarship Fund.

The Veterans Memorial Ride was co-founded by the University of Wisconsin-La Crosse Foundation in efforts to establish a statewide Veterans scholarship fund and to complete the Veterans Hall of Honor at the University of Wisconsin-La Crosse Veterans Memorial Field Sports Complex. It featured a rally, ride and concert for thousands of motorcycle riders and veterans from across the Midwest.

In addition to the establishment of the Veterans Memorial, other efforts of support include: the Mental Health Coalition of the Greater La Crosse Area, Franciscan Skemp Foundation, Gateway Area Council Chapter of the Boy Scouts, Chileda Institute for Children with Developmental Disabilities, United States Marine Corps and the Family and Children’s Center.

Each year, the National Restaurant Association honors a restaurant company in four different categories: Small Business, Mid-size Business, Large Business and Cornerstone Humanitarian.

The Restaurant Neighbor Award is a prestigious national award that honors restaurants that go above and beyond in community service and aims to inspire other restaurateurs to get or stay involved in their local communities through the Restaurant Neighbor Award Program.