

# Press Release

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**FOR IMMEDIATE RELEASE**  
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Viterbo University Business Students Team with Onalaska Police  
and Burrachos for a D.A.R.E. Fundraiser

A group of Viterbo Business students are inviting the public to "D.A.R.E. to Fiesta" as they partner with the Onalaska Police Department and Burrachos to raise money to help keep the D.A.R.E. program in Onalaska schools.

"As part of our Project Management class we needed to plan a fundraising event" said Danielle Martin, one of the Viterbo Business students heading the fundraiser. "My Mom works at the Onalaska Police Department and when she told me that the D.A.R.E. program in Onalaska is funded through donations and fundraisers it sounded like the perfect project".

"We knew that strategic marketing would play a huge role in our events success so we put quite a lot of thought in naming our event and "D.A.R.E. to Fiesta" just seemed to fit", stated Janell Beckman, another member of the project group."

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"We're very excited to work with Burrachos on this project and it's definitely been a learning experience," added Heather St. Clair, a third member of the project group.

The D.A.R.E. to Fiesta fundraiser is scheduled for April 23<sup>rd</sup> at the Onalaska Burrachos. Between the hours of 4pm and 9pm, customers presenting either an event flyer or an event business card will have 20% of the cost of their entrée donated to the Onalaska D.A.R.E. program.

"We've worked with Burrachos on fundraising in the past" said Onalaska D.A.R.E. Officer Leah Myers. "We're very pleased that the students chose the D.A.R.E. program for their project and it is excellent real world experience in event planning and fundraising for the students."

Printable flyers are available on the City of Onalaska website at [www.cityofonalaska.com](http://www.cityofonalaska.com) by clicking on the *Burrachos* logo. Both flyers and event business cards are also available at the front desk of the Onalaska Police Department at 415 Main St.