



FOR IMMEDIATE RELEASE

Ann Prifrel Searles Named CEO of St. Croix Valley Food Bank, Marking New Era of Leadership and Growth

[Hudson, WI - August 15, 2023] - The St. Croix Valley Food Bank Board of Directors has named Ann Prifrel Searles as Chief Executive Officer (CEO) of the organization. Since 2016, as an executive director, Ann has been growing the response year over year to our food insecure neighbors in western Wisconsin, which serves the four-county region of St. Croix, Polk, Pierce, and Burnett Counties.

Since the St. Croix Valley Food Bank was founded in 2021, the organization's growth has matched the rising need for food in the region, with the number of hunger relief partners growing from 14 to 56. Last year, the St. Croix Valley Food Bank distributed more than 4.2 million pounds of essential food to over 212,000 individuals.

"Ann's dedication and remarkable achievements have made it evident that she is the right person to lead our organization into the future," said Marc Ruska, St. Croix Valley Food Bank Board President and Senior Vice President U.S. Bank. "Her strategic insights, compassion and tireless efforts have brought us to this important point of growth and potential."

"As CEO, Ann will provide the strategic direction necessary to be the cornerstone of hunger relief efforts across western Wisconsin. The St. Croix Valley Food Bank's growing impact and partnerships provide the foundation for addressing the region's food security challenges for years to come."

To celebrate this milestone and foster a deeper connection with the community, the St. Croix Valley Food Bank is inviting all interested parties to join a series of weekly coffees with Ann. These sessions will offer an opportunity to learn more about Ann's inspiring journey, her vision for the future, and the transformative work unfolding at the St. Croix Valley Food Bank.

Event Details:

- **What:** Weekly Coffees with Ann, CEO of St. Croix Valley Food Bank
- **When:** Wednesdays in September, starting September 6th
 - **September 6** – 7:30AM
 - **September 13** – 4:00PM
 - **September 20** – 8:00AM
 - **September 27** – 11:00AM
- **Where:** St. Croix Valley Food Bank Warehouse, 1231 Industrial St., Hudson, WI 54016

These weekly gatherings will not only shed light on the impactful initiatives led by the St. Croix Valley Food Bank but also provide an opportunity for the community to engage directly with its visionary leader.

For more information, please contact:

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About St. Croix Valley Food Bank:

The St. Croix Valley Food Bank is a dynamic nonprofit organization dedicated to alleviating hunger in the western Wisconsin counties of St. Croix, Polk, Pierce, and Burnett. Established with a mission to provide equitable access to food, ending hunger for all in western Wisconsin, the organization has achieved remarkable growth and impact under the visionary leadership of Ann Prifrel Searles. With the transition to her role as CEO, the St. Croix Valley Food Bank is poised for an even brighter future of community transformation and sustained progress.