



FOR IMMEDIATE RELEASE

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### **Profinium Raises \$24,000 Through Unique Giving Campaign**

MANKATO, MINN., Dec. 22, 2017 – Profinium employees and members of their board of directors donated more than \$24,000 for their Achieving Dreams Together campaign, aimed at helping people during pivotal moments in their lives, where a small gesture during the holiday season can truly make a difference.

“Profinium is a banking and full financial health solutions center; and our purpose is “Achieving Dreams Together,” says Marques Doppler, Profinium Chief Executive Officer. “Helping our clients achieve their dreams is at the core of what we every day, and this campaign brought it to life in ways even we couldn’t predict, from replacing a washer and dryer set to literally giving people a roof over their heads, it truly made a difference.”

Profinium partnered with Radio Mankato, KOWZ in Owatonna and KBEW in Blue Earth to promote the program, asking for nominations from the public through December 17. Requests quickly came flooding in from friends and family of those in need in Southern Minnesota, for everything from new flooring to new tires.

“This was our second year doing this campaign and we are never sure what to expect. We always feel compelled to help as many people as possible, even with something as simple as a gas card and a new set of sheets,” says Jennifer Heimer, Vice President of Marketing. “We received more than

190 nominations, and I read every single one. It really touched the whole Profinium family in a profound way. We were able to make a difference in so many lives during the holiday season.”

By partnering with local businesses for discounted or at cost services and materials, they were able to fulfill 21 of the nominations. Each radio station then aired phone calls to many nominators and recipients during their respective morning shows. Several of the recorded calls can be heard on [Profinium's YouTube Channel](#).

“This really helps. I appreciate it. This is a big undertaking, and we are ready to get Haven back to a normal existence,” said Dan Broton, whose daughter is waiting for a lung transplant in Saint Louis and will receive gas and restaurant gift cards as well as a month’s stay in Ronald McDonald House.

Local companies that partnered with Profinium by providing services and materials at a reduced cost include DeGrood’s Appliance, Rooms and Rest, Christensen Tire, Ashley Furniture Homestore, and Hy-Vee.

Profinium is a locally-owned community bank and full financial health solutions center with four locations in Southern Minnesota, including Fairmont, Truman, Owatonna, and most recently, in downtown Mankato in the Profinium Place office tower. The organization has served Southern Minnesota since 1875, providing banking, mortgage, insurance, trusts and investment services.

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