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## FEATURE STORY For Immediate Release

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### POWER PROFESSIONALS EMPOWER COMMUNITIES

Imagine the serenity of a 24 year old individual born with Down's syndrome experiencing a crisp winter morning, snow covered trails, enormous pine trees passing him by as he puts his entire trust and faith in his buddy, International Brotherhood of Electrical Workers ("IBEW") member and Special Olympics Minnesota Coach, Jason Reinsch. Jason is just one of many IBEW-certified electricians who contribute numerous hours annually in volunteer opportunities within our communities.

Jason has given freely of his time to Special Olympics Minnesota Athlete Steven Eull and other athletes of Special Olympics team "The Flames" for the past 13 years. As Steven's Coach and "best" buddy, Jason has encouraged and engaged Steven in *Life Learning Experiences*. Their first Northland 300 journey together as Steven rode on the back of Jason's snowmobile 300 plus miles to make history on the 21<sup>st</sup> Annual Northland 300 (Jan 2009) has embedded an experience and memory of a lifetime for both. Jason Reinsch comments, *"One of the greatest gifts you can give someone is your time. This starts with family and friends. Giving back to your community through an organization such as Special Olympics truly touches another person's life."* Jason was not alone in the adventure, friend and fellow IBEW member, Ted Kocon also took part.

Jason's experience empowered him to play an even greater role to benefit the athletes he coaches and all athletes of Special Olympics Minnesota. After returning from the 2009 Northland 300 he shared his experience and stories with his company, fellow IBEW members, family and friends. Jason became a part of the Northland 300 Board of Directors (volunteer planning committee) in March 2009 and believed in the "TIME IS NOW" to get more involved. In planning of the 2010 event Jason developed a partnership between IBEW, the Northland 300 and Special Olympics Minnesota. As a result of these efforts, IBEW is the *Presenting Sponsor* of the 2010 Northland 300.

*"Special Olympics helps so many people find their potential. We are honored to be a partner and title sponsor of the Northland 300 benefitting Special Olympics teams in MN"* states Mike Redlund, Business Manager, St. Paul IBEW. The IBEW gives back to the communities they work and live in. They are proud of their union members who donate their time and talents to this worthy organization.



IBEW Members receive "Presenting Sponsor Award" at Northland 300 Partnership Party (Photography by Bruce Mosher)

IBEW members Jason Reinsch, Ted Kocon, Don Koep, Scott Madson and Mark Ostertag along with 100 plus participants of the Northland 300 are raising funds to benefit Special Olympics Minnesota. Other IBEW members in the Twin Cities have teamed up with these five IBEW brothers to support Steven Eull and his Special Olympics team "The Flames." They are helping raise funds to contribute to the participating member's efforts. "The Flames" team members are also helping raise funds through Northland 300 raffle ticket sales where a portion of their efforts benefit their team and Special Olympics Minnesota overall. It is truly a partnership and all inclusive team effort.

IBEW members volunteer their time and talents in many facets of everyday life in the communities they live in. They actively volunteer and participate in local programs and events that support Minnesota schools, veterans, vulnerable residents and families (through their work with Habitat Humanity), and provide ongoing scholarships and sponsorships of tomorrow's workforce of electricians. They are a group of hard working individuals who empower others to fulfill their dreams. Commitment to community has been a cornerstone of IBEW membership for more than 100 years. Their cause is one of human justice, human rights and human security. IBEW Power professionals truly empower communities and the individuals within them.

Kathy Karkula, Northland 300 Volunteer Event Director and Special Olympics Minnesota Development Director comments, *"We are very proud of the partnership that has developed with IBEW and their Presenting Sponsorship of the 2010 Northland 300. The success of the Northland 300 is made up of hard working individuals who volunteer their time and who take great pride in their efforts to help others."*

The Northland 300 is a 3-day, 300 mile charity snowmobile ride to benefit Special Olympics Minnesota. To learn how you can get involved, visit us at [www.northland300.org](http://www.northland300.org) or contact Kathy Karkula at 612-604-1260 or [karkulak@somn.org](mailto:karkulak@somn.org).