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FOR IMMEDIATE RELEASE

Rock River Community Clinic Launches 1st Annual Celebration of Hope Fundraising Event

Whitewater, WI – September 14th, 2025 – Rock River Community Clinic (RRCC) is thrilled to announce a new fundraising event, serving as its primary operational fundraiser.

The 1st Annual Celebration of Hope will take place on Wednesday, October 15th from 4:30-6:30pm at the Country Inn & Suites in Fort Atkinson (1650 Doris Drive). The two-hour cocktail event will feature networking, education, a raffle, and a short program at 5:45pm. The program will highlight RRCC's high-quality and affordable patient care, share patient stories, and focus on the critical impact RRCC has on the overall health and wellbeing of our communities.

"We are so excited to launch this new event in support of our mission to provide quality, comprehensive health care to all," states Dr. Olivia Nichols, RRCC CEO/Executive Director. "We hope members across our communities will join us for a beautiful night of inspiring optimism, honoring progress, and providing hope for a healthy future."

Tickets are on sale now and can be purchased until 11:59pm on Tuesday, October 14th. Individual tickets are \$100 and include heavy appetizers and one beverage. Full table purchases (10 tickets) are also available for \$850 and include appetizers and the one beverage for each individual at the table. Tickets can be purchased through RRCC's website at: <https://secure.givelively.org/event/rock-river-community-clinic-inc/2025-rrcc-celebration-of-hope>

"We are hopeful to maximize the event space and have up to 150 community members join us for this celebration and to support the health care services for all those who depend on us," Dr.

Nichols adds. "We are deeply grateful for the support already shown for the event, and look forward to engaging more individuals, organizations and businesses in our efforts."

The event is being supported through generous sponsorships for local businesses, and additional sponsors are still being sought. FCCU is serving as the Platinum Sponsor (\$5,000) and Maas Brothers, Fort Healthcare, Crave Brothers Farmstead and Greater Watertown Community Health Foundation are committed as Gold Sponsors (\$2,500). Silver Sponsors (\$1,000) are Rainbow Community Care, First Citizens State Bank, and Watertown Family Practice, and Katzman Family Farm, Richter Heating & Air Conditioning, Paddy Shack, Paddy Coughlin's Pub, Cloute, Inc., Yes! Watertown, and Rock River Dental have confirmed Bronze Sponsorships (\$500).

"We'd like to extend our sincere appreciation to FCCU for serving as our platinum sponsor for the Celebration of Hope," states Nichols. "That level of generosity will help us achieve our fundraising goals with the event, along with the committed support of 14 other sponsors. We are still actively looking for additional sponsorship support before our deadline of September 26th."

Additional details about the event, including the full sponsorship form and raffle donation form, please visit or email marketing@rockrivercommunityclinic.org.

Rock River Community Clinic (RRCC) is a community health center that provides comprehensive and cost-effective health care services to ensure all community members have access to the care they need. Serving families in Jefferson, Dodge, and Walworth County, RRCC includes medical clinics located in Whitewater and Watertown, and one dental clinic located in Fort Atkinson.

At RRCC, all community members are welcome and accepted, regardless of ability to pay, with discounted prices for patients who are uninsured or underinsured (high deductible plans). RRCC also provides care coordination services to help patients overcome barriers to accessing healthcare (e.g., transportation), and helps to coordinate referrals. Bilingual staff (Spanish & English) are available to support patients and their families. By increasing access to health care services, offering care at affordable costs, and assisting with healthcare navigation, RRCC works to create a healthier, more equitable, community. For clinic hours and directions, visit www.rockrivercommunityclinic.org

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