

For Immediate Release

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La Crosse Promise: A catalyst for community vitality through educational success.

Hatfield Joins La Crosse Promise Board

May 20, 2019 -- La Crosse Promise announces the addition of Adam Hatfield to its Board of Directors, beginning a three-year term this May.



A Winona, Minn., native, Hatfield has lived in La Crosse since 2003 and is active in a variety of community and neighborhood development organizations and initiatives. He is manager of Media and Communications for Gundersen Health System, where he oversees internal and external communications for Gundersen's six hospitals, more than 60 clinic locations and 8,000 employees in three states. He is also a resident and advocate for the Washburn Neighborhood, a La Crosse Promise-designated neighborhood.

"My wife, Julie, and I have owned and lived in a home in La Crosse's historic Washburn Neighborhood for nearly a decade. In that time, we have seen our block, our neighborhood and our community transformed by programs like La Crosse Promise," said Hatfield. "We bought our home for its proximity to work and downtown amenities, but we have come to love it for its proximity to more and

more homeowners, especially young families, who share our desire to support La Crosse's continued transformation."

In addition to his role at Gundersen, Hatfield is chair of the La Crosse Redevelopment Authority and is a citizen representative on the city of La Crosse's Community Development Committee. These bodies have made positive impacts on new development and planning in La Crosse, including new construction and renovation of existing homes.

The Hatfields have two children: Harper (4) and Matthew (2), and Julie Hatfield is a third-grade teacher at Emerson Elementary School.

"Adam brings a strong commitment to the community, as well as tremendous insight to the Promise board," said Brian Liesinger, Executive Director of La Crosse Promise. "The Hatfields also live next door to a La Crosse Promise home. So they have witnessed firsthand the vast improvement of an aging former rental property that sorely needed rehabbing inside and out."

The La Crosse Promise Neighborhood Program offers incentives specifically tied to neighborhood revitalization projects. Homeowners who buy or build a new home or renovate an existing home in the Powell-Poage-Hamilton and Washburn neighborhoods are eligible for \$50,000 in scholarship funds. La Crosse Promise Future Centers provide career and education planning services to all high schoolers in the School District of La Crosse. Visit lacrossepromise.org for more information.