

# News Release



FOR IMMEDIATE RELEASE

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## **RK Dixon announces “Make My Non-Profit Run Better” Contest**

*Winning organization will receive makeover worth up to \$20,000*

ROCKFORD, Ill. (September 16, 2009) –With all the challenges involved in running non-profit organizations, finding the money to purchase, install and manage office equipment is often difficult. However, reliable and effective office technologies can ultimately reduce the challenges involved in day-to-day operations of Rockford non-profit groups.

That is why RK Dixon®, a leading provider of copiers, printers, managed print services and pure drinking water systems, is offering non-profit organizations in Boone, Ogle, Stephenson, and Winnebago counties a chance to win the “RK Dixon Make My Non-Profit Run Better” contest. The winning organization will receive an office equipment makeover valued at \$20,000. The runner up will receive a makeover valued at \$10,000 and the second runner up will receive a \$5,000 makeover.

The makeover may include, but is not limited to: a black and white copier, a color copier, a printer, multifunction systems and water purification units.

“This is our way of acknowledging and thanking non-profit organizations in the Rockford area for the hard work they do in providing charitable services to our communities,” said Bryan Dixon, president of RK Dixon. “These organizations care for so many different people, it’s only fitting that we also take care of them.”

Last year, RK Dixon held the same contest in Springfield, Ill, awarding the Children’s Miracle Network at St. John’s Children’s Hospital with a \$20,000 makeover. To view media coverage of last year’s event, visit [http://rkdixon.com/MMNPRB\\_2008/main.asp](http://rkdixon.com/MMNPRB_2008/main.asp).

RK Dixon is inviting all 501c(3) non-profit organizations with office locations in Boone, Ogle, Stephenson, and Winnebago counties to enter the “Make My Non-Profit Run Better” contest online at [www.rkdixon.com](http://www.rkdixon.com). Registration for the contest will close at 5 p.m. on Monday, October 12, at which point all entries will be displayed on the RK

Dixon Web site. RK Dixon will then ask the public to go online and vote for the non-profit they think has the biggest need for an office makeover. The first round of online voting will take place between Monday, October 19 and Monday, October 26 (ending at 5 p.m.) to narrow entries down to a group of five. Then, a second round of online voting will be held between Monday, November 9 and Monday, November 16 (ending at 5 p.m.) to select the top three contestants. RK Dixon will then select 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners the week of November 16.

RK Dixon will be partnering with 23 News for this year's Make My Non-Profit Run Better contest in the Rockford market. 23 News will assist in promoting this contest including filming the profiles of the five finalists and airing the profiles during the 23 Morning News the week of November 6<sup>th</sup>.

For more information about the contest or to receive a high resolution contest logo, please contact Sue Hill, VP of Marketing for RK Dixon at 1.309.692.3300.

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RK Dixon streamlines operations and reduces document costs for small to large offices. It provides a broad range of products and services for virtually every critical office application, including copying systems by Canon and Lanier. This 26-year-old company retains a highly-trained and tenured staff and provides its customers with products boasting over 99 percent uptime. RK Dixon serves 80 counties in Iowa, Illinois, and Wisconsin with office locations in Davenport, IA and Bloomington, Champaign, Peoria, Rockford, and Springfield, Ill. For more information, visit [www.rkdixon.com](http://www.rkdixon.com) or call 877.RK.DIXON (877.753.4966)

23 WIFR is owned by Gray Television, Inc. which operates as a television broadcast company in the United States. As of December 31, 2008, it operated 36 television stations, including 17 affiliated with CBS Inc.; 10 affiliated with the National Broadcasting Company, Inc.; 8 affiliated with the American Broadcasting Company (ABC); and 1 affiliated with FOX Entertainment Group, Inc. (FOX). The company also operated 38 digital second channels comprising 1 ABC affiliated; 4 FOX affiliated; 7 affiliated with The CW Network, LLC; 16 affiliated with Twentieth Television, Inc.; 1 affiliated with the Universal Sports Network; 8 local news/weather channels; and 1 independent channel. Gray Television, Inc. was founded in 1897 and is headquartered in Atlanta, Georgia.

## **Public Service Announcements**

### **:15 PSA**

RK Dixon is offering non-profits in Boone, Ogle, Stephenson, and Winnebago counties a chance to enter the “Make My Non-Profit Run Better” contest. The makeovers are worth up to \$35,000 in office technology. To register or vote, visit [www.rkdixon.com](http://www.rkdixon.com) .

### **:30 PSA**

A broken copier can really put a strain on someone’s day. That’s why RK Dixon, a market leader in copiers, printers, managed print services and pure drinking water systems, is offering non-profit organizations in Boone, Ogle, Stephenson, and Winnebago counties a chance to enter the “Make My Non-Profit Run Better” contest. The winning organizations will receive office technology makeovers worth up to \$35,000. To register or vote for the “Make My Non-Profit Run Better” contest visit [www.rkdixon.com](http://www.rkdixon.com).