

# News Release



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## **PROJECT LINUS SELECTED AS RECIPIENT OF RK DIXON'S \$30,000 "MAKE MY NON-PROFIT RUN BETTER" CONTEST**

*Hearts at Home picked as runner up to claim  
\$15,000 office technology makeover*

PEORIA, Ill. (Sept. 28, 2007) – Conducting business and administering programs at Project Linus will soon become easier. Officials from RK Dixon, a document imaging and information technology company, announced on WEEK News 25 this morning that Project Linus was selected as the winning organization in the "Make My Non-Profit Run Better" contest. Hearts at Home was selected as the runner up in the contest.

The makeover, worth up to \$30,000, was designed to improve the efficiency of a non-profit group by enhancing its technological capabilities and thus making it easier for the group to focus on its mission.

After more than 33,000 total online votes were counted during the contest's second voting phase, Project Linus was proclaimed as the recipient of RK Dixon's top prize. Project Linus, whose national headquarters are in Bloomington, Ill., is a non-profit group that provides handmade blankets and afghans to children who are seriously ill, traumatized or otherwise in need.

The makeover may include, but is not limited to: a black and white copier, a color copier, a printer, Windows® business server, Cisco® switch and firewall, IT consulting services, ongoing networking support, and other technologies to make their office run more efficiently.

"We couldn't be more excited about this win," said Carol Babbitt, president of Project Linus. "We're so grateful to RK Dixon and the voters for giving us this opportunity. With improved technology we can better serve our area, so this makeover isn't just good for Project Linus, it's good for the whole community."

Hearts at Home, a non-profit organization that encourages, educates and equips women in the profession of motherhood, received the second largest amount of votes and was declared runner up in the contest. As the runner up, the organization will receive a \$15,000 office technology makeover.

Representatives from RK Dixon will visit the Project Linus and Hearts at Home offices in Bloomington, assess their current office technology situation and tailor the makeover to fulfill their specific needs.

“This contest has been such a rewarding way for RK Dixon to give back to the Bloomington and Peoria communities,” said Bryan Dixon, president and CEO of RK Dixon. “The response was incredible. There were more than 72,000 total online votes during the two voting phases. The real highlight of the contest, for us, however, will come when the Project Linus and Hearts at Home will begin to see the improvement in their day-to-day business when the new technology is up and running and they are better able to serve the very people that cast those votes.”

When the contest began on August 27, 58 non-profit organizations from Peoria, McLean and Tazewell counties were in the running for the grand prize. Organizations encouraged supporters to vote for them online at the RK Dixon Web site, [www.rkdixon.com](http://www.rkdixon.com). Using the online voting system, the list was narrowed to five finalists. The remaining five organizations were each profiled on WEEK News 25. Voting continued to narrow the top five finalists to two.

“When we started this contest we wanted to help give exposure to the many wonderful non-profits in our community,” said Jeff Dixon, president of information technology. “Our intent was to give these great organizations some exposure for the work they do in our community. Through our partnership with WEEK News 25 we were able to do just that.”

In addition to rewarding the top two organizations, RK Dixon provided awards to all participating non-profits. The remaining 56 organizations will receive a free carton of paper, and have the choice of a basic network vulnerability report, print audit or a 10 percent discount on purchases. Additionally, the 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> place organizations will each receive a network-ready Lanier printer, valued at \$400. By doing this, RK Dixon hopes to make all participants’ offices run a little better.

The “*Make My Non-Profit Run Better*” contest was sponsored by RK Dixon and media partner WEEK. For more information, visit [www.rkdixon.com](http://www.rkdixon.com) or please contact Sue Hill, VP of Marketing for RK Dixon at 1.800.553.0020.

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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, from copying systems by Canon and Lanier, to integrated computer networks

by Microsoft® Gold Certified technicians. This 24-year-old company retains a highly trained and tenured staff and provides it's customers with products boasting over 99 percent uptime. RK Dixon serves 79 counties in Iowa, Illinois, and Wisconsin with office locations in Davenport and Cedar Rapids, Iowa and Bloomington, Champaign, Effingham, Peoria, Rockford, and Springfield, Ill. For more information, visit [www.rkdixon.com](http://www.rkdixon.com) or call 563-344-9100.

#### Organizations that registered in the contest

American Red Cross Central Illinois Chapter  
Apostolic Christian Restmor, Inc.  
Arthritis Foundation, Greater Illinois Chapter  
Bloomington Normal Faith In Action  
Boys & Girls Club of Bloomington-Normal  
Boys & Girls Club of Greater Peoria, Inc.  
Camp of Champions USA  
Center for Hope Ministries (Outreach Programs)\*  
Central IL Services Access, Inc.  
Central Illinois FRIENDS of PWA, Inc.  
Chabad of Peoria\*  
Chillicothe Historical Society  
Community Builders Foundation  
Community Workshop and Training Center  
Contemporary Art Center  
Corporate Alliance to End Partner Violence  
Crossroads Chapel  
Danvers Township Library  
Easter Seals Peoria-Bloomington  
Fellowship of Christian Athletes  
First Free Methodist Church of Peoria  
First United Methodist Church  
Forest Park Foundation  
Foster Pet Outreach  
Friends of Tazewell County Children's Advocacy Center  
Good Shepherd Lutheran School\*  
Grace Church  
Habitat for Humanity  
Hearts at Home\*  
HOI Big Brothers Big Sisters  
Humane Society of Central Illinois  
Illinois Reading Council  
Integrity-Ministries  
Junior League of Peoria  
Lakeview Museum  
Mental Health Association of Illinois Valley, Inc.  
METEC  
Native American Fellowship- Dayspring Church  
Neighborhood House  
New Castle Bible Church

Northern Tazewell Fire Department  
Northminster Presbyterian Church  
PCCEO Early Head Start  
Pekin Masonic Temple  
Peoria Art Guild  
Peoria Women's Club  
Project Linus\*  
Rural Peoria County Council on Aging  
Samaritan Ministries International  
Seven Circles Heritage Center  
South Side Office of Concern  
Spread Truth Ministries  
The Baby Fold  
The Peoria Historical Society  
The Salvation Army of McLean County  
Trinity Evangelical Lutheran Church  
YMCA - Greater Peoria Family  
YWCA Peoria

\*Top 5 finalists