

News Release



FOR IMMEDIATE RELEASE

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Sixty-nine non-profits in Rockford area compete for chance to win \$20,000

*Public voting selects the “Make My Non-Profit
Run Better” top five finalists.*

ROCKFORD, Ill. (10/19/09) – Do you know how long it would take your favorite non-profit to raise \$20,000? Could it be done in a month or a year? If a simple click of your computer mouse could potentially win your favorite non-profit an office technology makeover, would you help?

RK Dixon®, a leading provider of copiers, printers, managed print services and pure drinking water systems, is now giving you a chance to support your favorite non-profit organization by simply casting your votes online.

They are giving the non-profits who registered for the “Make My Non-Profit Run Better” online contest the opportunity to win 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.

Now that the registration period is over, the seventy non-profits that are participating will now have to rely on public voting to get them into the final round.

“We have had a great response from the non-profit community and now it’s up to the public to decide,” said Bryan Dixon, president and CEO of RK Dixon. “We hope the public understands that their votes can make a difference in who will ultimately win an office technology makeover that these organizations could otherwise not afford.”

Online voting begins Monday, October 19th continuing through Monday, October 26th (closing promptly at 5 P.M.). Visit www.rkdixon.com and cast one vote each day for the non-profit of your choice.

After five finalists are selected, the second and final round of voting will begin November 9th. RK Dixon has partnered with 23 News (WIFR) to profile the five finalists during the week of the 9th.

The winner of the “Make My Non-Profit Run Better” contest is scheduled to be announced the week of November 16th, on 23 News (WIFR).

For a complete list of registered non-profit organizations, please visit:
http://www.rkdixon.com/MMNPRB_2009/viewentrants.asp

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 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.