

# *News Release*



FOR IMMEDIATE RELEASE

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## **RK Dixon announces top five finalists in “Make My Non-Profit Run Better” contest**

*Over 24,000 online votes recorded during first voting phase.*

ROCKFORD, Ill. (11/5/09) – RK Dixon®, a leading provider of copiers, printers, managed print services and pure drinking water systems, has announced the five organizations that garnered enough online votes to move into the second phase of the company’s “*Make My Non-Profit Run Better*” contest.

Of the 70 non-profit organizations that entered the contest, the following groups received enough votes to make it to the top five: Lutheran Outdoor Ministries Center, Blackhawk Area Council of Boy Scouts of America, Tri-County Christian School, The Literacy Council and the Alpine Academy of Rockford.

The “*Make My Non-Profit Run Better*” contest provides non-profit organizations in the counties of Boone, Ogle, Stephenson and Winnebago a chance to win an office technology makeover worth up to \$20,000. The first 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 color copier, a black and white copier, a printer, multi-function systems and a water purification unit.

“We are elated that so many organizations participated in this contest,” said Bryan Dixon, president of RK Dixon. “There were a total of 24,131 online votes for the registered organizations. This shows how big of a role the organizations play in our community and how deserving they are of this makeover.”

RK Dixon encouraged the participating organizations to get its supporters involved by visiting the RK Dixon Web site at [www.rkdixon.com](http://www.rkdixon.com) and casting their votes. RK Dixon also provided organizations with marketing materials to help garner votes.

During the next phase of the contest, the top five finalists will now have to begin collecting votes anew as the second and final round of voting begins.

For the second round of voting, RK Dixon's media partner for the contest, 23 News (WIFR), will help each organization get the word out about its cause by airing brief profiles about the five groups and the impact they have in the community.

The second round of online voting will start Monday, November 9<sup>th</sup> at 8 A.M. and go through Monday, November 16<sup>th</sup> at 5 P.M. This round of voting will determine the top three finalists. RK Dixon will then select the winning non-profit organization, which will be announced the week of November 16<sup>th</sup> on 23 News.

For a complete list of the five finalists, please visit [http://www.rkdixon.com/MMNPRB\\_2009/viewtop5.asp](http://www.rkdixon.com/MMNPRB_2009/viewtop5.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](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.