

United Way Blackhawk Region

205 North Main Street, Suite 101
Janesville, WI 53545-3062
Tel 608.757.3040
Fax 608.757.3055

LiveUnitedBR.org



MEDIA RELEASE

June 6, 2018

For immediate release:

For additional information contact:

Rick West

608.314.8421 or rwest@lubr.org



Pizza with a Purpose

Uncle E's Pizza sales to support United Way Blackhawk Region

JANESVILLE – Everyone loves a good pizza. And it tastes even better when it's a “pizza with a purpose.” That's how Kelly Erdman, owner of Madison-based Uncle E's Pizza, refers to his bake-at-home frozen pizzas.

“We wish to align ourselves with organizations that are interested in helping others who are less fortunate,” Erdman said. “Each month we choose a charitable organization or cause and a portion of our pizza sales will go to help them.”

For the entire month of June, Erdman has selected United Way Blackhawk Region to receive \$1 from every Uncle E's pizza sold at the Woodman's Markets in Beloit and Janesville. Eight varieties of 12-inch pizzas, from plain cheese to a super stock deluxe will be sold in support of United Way.

“The United Way is doing what we are all supposed to be doing, giving of ourselves for others,” Erdman said.

The Town of Burke business owner said he was introduced to the work being done by United Way as an employee of Total Administrative Services Corporation (TASC) and was impressed by what United Way does to impact the root causes of issues within each community.

“We are heartened by the generosity of business owners who have shown, through their actions, a true dedication to the people in the communities in which they serve,” said Mary Fanning-Penny, President and CEO of United Way Blackhawk Region. “Thanks to Mr. Erdman and others, who believe in the power of giving back, United Way is able to address many health and human service needs responsibly and effectively.”

Since founding his business in 2015, Erdman has been committed to putting money back into

the local community in ways that help enrich people's lives. The company has donated several thousand dollars to more than 20 causes.

Erdman said he had a good job working at TASC when he made the decision to start his own company. "All this just fell into place," he said. "I should start a pizza business."

Erdman said he felt so strongly about it that he risked his retirement savings to invest in the business, starting Uncle E's in the basement of his home.

Thanks to some wise purchases of used ovens and equipment, Uncle E's Pizza began to grow and further expanded with the purchase of a 20-foot trailer to establish a mobile pizza kitchen.

So this month, when shopping at Woodman's in Beloit or Janesville, look for the photo of Uncle E and enjoy a delicious pizza made with fresh ingredients and Wisconsin cheese on a crispy, cracker-like crust while supporting United Way Blackhawk Region.

"People like pizza and people like helping others," Erdman said.

#

About United Way Blackhawk Region

United Way fights for the health, education, and financial stability of every person in every community. We win by Living United, by forging unlikely partnerships and by finding new solutions to old problems; by mobilizing the best resources; and inspiring individuals to join the fight against a common foe, each community's most daunting social crises. United Way Blackhawk Region Lives United against poverty, family violence, hunger and homelessness to name a few, by providing community grants and resources to 62 human services programs at 28 nonprofit agencies in Rock County, Wis. and northern Winnebago County, Ill. More information is available at LiveUnitedBR.org.