



For Immediate Release

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Acuity Insurance Selected as Finalist for Economic Development Award

Madison, WI – Acuity Insurance of Sheboygan, WI, has been selected as a finalist for the Wisconsin Economic Development Association’s (WEDA) Economic Driver award. The award is part of the Community and Economic Development Awards (CEDA) program established by WEDA to recognize businesses, projects and organizations that are making significant contributions to Wisconsin’s economy.

The Economic Driver award honors businesses committed to long-term investment in their Wisconsin operations that have a significant economic impact in their community and across the state.

“We are tremendously honored and proud to be named as a finalist for the CEDA Economic Driver award,” said **Ben Salzmann**, Acuity President and CEO. “This reflects our commitment to the state of Wisconsin as well as our mission of service to our customers and community and to helping people rebuild shattered lives.”

Founded in 1925, Acuity provides individuals and businesses with innovative insurance products in 28 states across the country. Acuity is an integral part of the Sheboygan community with a long history of charitable efforts, including donating over \$3 million to charitable organizations in 2019. The company recently completed a \$250 million, privately financed expansion of its Sheboygan headquarters, doubling the size of total building space to over 1.2 million sq. ft. The project retained the local Acuity Insurance workforce and created new jobs that will help ensure the company’s long-term economic impact in the area. Acuity hired more than 1,000 people over the past seven years through organic growth and currently insures over 100,000 businesses and nearly a half million homes and private passenger autos.

Acuity is among 17 finalists selected for the 2019 CEDA Awards. There are two to three finalists in each of the following six award categories: Business Retention & Expansion; Economic Development Initiative; Economic Driver; Private-Public Partnership; Real Estate Redevelopment and Reuse; and Talent Development. The League of Wisconsin Municipalities, Wisconsin Counties Association and WEDC have partnered with WEDA to present the CEDA Awards program.

Finalists have been screened by an impartial panel of WEDA members and partners, and winners will be unveiled at a ceremony on September 11, 2019, at The Edgewater Hotel in Madison. The event is open to the public. For more information on the CEDA Awards, please visit weda.org/events/awards/.

About WEDA:

For over 40 years, WEDA has been dedicated to expanding Wisconsin's economy through advocacy, education and providing resources to promote economic growth. WEDA is a statewide trade association comprised of economic development professionals, businesses and organizations who strive to make Wisconsin a better place to live, work and do business through economic development. For more information, visit our website at www.weda.org.

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