



For Immediate Release

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Acuity Insurance Wins Prominent Economic Development Award

Madison, WI – Acuity Insurance of Sheboygan, WI won the Economic Driver award at the annual Community and Economic Development Awards (CEDA) ceremony, held September 11, 2019, at The Edgewater Hotel in Madison. The CEDA Awards program was established by the Wisconsin Economic Development Association (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 the 2019 top Economic Driver by the Wisconsin Economic Development Association,” said Ben Salzmann, Acuity President and CEO. “This award 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.

“WEDA is excited to partner with the Wisconsin League of Municipalities, the Wisconsin Counties Association, and the Wisconsin Economic Development Corporation to present the CEDA Awards and celebrate the dedicated efforts of business and organizations, such as Acuity Insurance, across the state that are advancing Wisconsin’s economy,” said WEDA Executive Director Brian Doudna.

Winners were unveiled at yesterday’s awards ceremony in the following six categories: Business Retention and Expansion; Economic Development Initiative; Economic Driver; Public-Private Partnership; Real Estate Redevelopment and Reuse; and Talent Attraction.

CEDA Award sponsors include Alliant Energy; Delta Dental; Green Bay Packers; Insight Publications; J.H. Findorff & Son; Madison Gas & Electric; Wisconsin Public Service; and Xcel Energy.

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