



FOR IMMEDIATE RELEASE

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United Way St. Croix and Red Cedar Valleys Names Randy Morrisette II as New Executive Director

United Way St. Croix and Red Cedar Valleys (UW Valleys) has announced the appointment of Randy Morrisette II as its new Executive Director, following the retirement of Executive Director Steve McCarthy.

Morrisette brings more than 25 years of leadership experience advancing organizational growth and strengthening community impact. A respected civic leader, he has served on the Hudson Common Council since 2006 and currently serves as Council President.

Throughout his career, Morrisette has demonstrated a strong commitment to public service and collaborative leadership. His experience includes serving as President of the UW Stout Foundation and President of the Hudson Noon Rotary Club, along with service on numerous civic and nonprofit boards throughout the Hudson area and beyond.

"UW Valleys is delighted that Randy is joining the organization as its next Executive Director," said Brian McAlpine, UW Valleys Board President. "We look forward to his leadership to continue the organization's momentum and community impact following the merger of United Way St. Croix Valley and the Dunn County United Way."

As Executive Director, Morrisette will lead UW Valleys' efforts to build strong partnerships, advance community-driven solutions, and deepen impact across the region. His appointment comes at an important time as UW Valleys continues to evolve and respond to the needs of local communities.

"I am excited to bring a 'fresh set of eyes' to UW Valleys' servant leadership to help people in their time of need," Morrisette said, "connecting people to help build a stronger community through our service area and beyond."

UW Valleys is excited to welcome Randy Morrisette II and looks forward to the leadership and vision he will bring as the organization enters its next chapter.

About United Way St. Croix and Red Cedar Valleys

United Way St. Croix & Red Cedar Valleys mobilizes the caring power of communities across Western Wisconsin to improve lives. Through strong partnerships, local investment, and a focus on health, education, and financial stability, the organization addresses priority needs and creates opportunities for individuals and families to thrive.

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