



FOR IMMEDIATE RELEASE

**Speed Queen® Donates \$30,000 to Support Futures Without Violence
as National Laundry Sponsor of Mudderella
“Dirty for a Difference” Sweepstakes Winners Announced**

Ripon, WI - [December 8, 2015] - [Speed Queen®](#), a leading manufacturer of commercial-grade home laundry equipment, recently concluded its 2015 national sponsorship of [Mudderella](#), an outdoor 5-7 mile obstacle course event designed for women.

Speed Queen joined forces with Mudderella to promote their “Dirty for a Difference” campaign, which raised money for [Futures Without Violence](#) (FUTURES). FUTURES is a national nonprofit organization working to end violence against women, children, and families. Throughout the course of the program, Speed Queen donated a total of \$30,000 to FUTURES, raising awareness for the cause and giving a voice to those who have been affected by domestic violence.

Speed Queen honored the highest fundraising team at three major Mudderella events, Capital Region, Pittsburgh and New England, by providing an additional \$5,000 to each team’s total donation to FUTURES.

“We are so thankful for the donors, participants and volunteers who supported FUTURES and participated in Mudderella events this year,” said Susan Miller, brand manager of Speed Queen Retail. “We’ve been honored to help raise awareness and funding for such an important cause, and couldn’t have done it without the support of everyone who participated. Their generous contributions and strength on the course allowed us to raise awareness for the women, children and families affected by domestic violence across the country.”

Speed Queen also facilitated the “Dirty for a Difference” online sweepstakes contest for a chance to win a 7 day/6 night trip for two to Australia and attend the 2015 Melbourne Mudderella event. The sweepstakes winners, Deborah Ennis and Shannon Sohlden, a mother and daughter from Houghton, Michigan, were ecstatic to receive the grand prize and travel to Australia to attend the Mudderella event.

“Our trip to Melbourne, Australia was truly an experience of a lifetime,” said Deborah Ennis. “My daughter and I attended the Melbourne Mudderella event and joining thousands of other women in this event was an unforgettable experience. We are grateful to everyone at Speed Queen who made this possible for our family.”

For every sweepstakes entry received, Speed Queen donated \$1 to FUTURES. With a total of 2,911 entries, Speed Queen added to the sweepstakes donation, providing a total of \$15,000 to the cause. The donation was presented in conjunction with Michael’s Appliance Center, an independent retailer in Middletown, New York, who received the most contest entries.

“The Mudderella events and Speed Queen sponsorship programs have been very successful in raising awareness about domestic violence throughout the country,” said Rachael Smith Fals, Senior Vice President at Futures Without Violence. “Speed Queen’s financial support will be instrumental in the future operation of our organization and we appreciate all they have done to help us continue to fulfill our mission.”



Photos

One: Store owner, Gary Formisano, and general manager, Andrew Guattery, sell Speed Queen equipment at Michael's Appliance Center, an independent retailer in Middletown, NY.

Michael's Appliance Center received the most entries in the 2015 "Dirty for the Difference" Sweepstakes.

Two: Sweepstakes winners, Deborah Ennis and Shannon Sohlden, attend the Mudderella mud run obstacle course in Melbourne, Australia.

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ABOUT SPEED QUEEN®

Speed Queen offers long-lasting, reliable and energy-efficient washers and dryers for home laundry use. For more than 100 years, Speed Queen has dedicated itself to providing consumers with durable, commercial-grade home laundry machines that deliver a superior wash result. Speed Queen washers and dryers are manufactured in Ripon, Wis., where its parent company, Alliance Laundry Systems is based. Alliance is a leading global manufacturer of laundry products for the commercial and home markets. For more information, visit www.speedqueen.com.

ABOUT FUTURES WITHOUT VIOLENCE

For more than 30 years, FUTURES has created groundbreaking programs, policies, and campaigns that empower individuals and organizations working to end violence against women and children around the world. Striving to reach new audiences and transform social norms, the organization trains professionals such as doctors, nurses, judges, and athletic coaches on improving responses to violence and abuse. Futures Without Violence also works with advocates, policy makers, and others to build sustainable community leadership and educate people everywhere about the importance of respect and healthy relationships. For more information, visit www.futureswithoutviolence.org.

ABOUT MUDDERELLA

Mudderella, LLC was founded in 2013 and is headquartered in Brooklyn, N.Y. Mudderella events are obstacle course challenges that empower women to work together and have fun. Participants are encouraged to "Own Your Strong" as they take on 12-15 obstacles testing balance, strength, agility, endurance, willpower and overall fitness across a 5-7 mile long course. Mudderella believes in three truths: 1) You are stronger than you think you are, 2) There is more to life than going to the gym, and 3) You deserve an awesome experience. To learn more, visit www.Mudderella.com.