

# PRESS RELEASE

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## For Immediate Release

**Date:** September 12, 2023  
**Contact:** Mayor's Office/Maya Schneider  
**Phone:** 262-797-2441

## Mayor Dave Ament Names Richard Neureuther Winner of the **2023 Citizen of the Year Award**

*New Berlin, Wisconsin*— Mayor Dave Ament is happy to announce **Richard Neureuther** as the recipient of the **2023 New Berlin Citizen of the Year Award**. Richard has lived in New Berlin for over 25 years and has profoundly impacted our New Berlin Community.



Richard served as a coach and mentor to the youth at Holy Apostles Catholic School. He has become a renowned professional speaker who has made presentations at various businesses, professional organizations, churches, and schools throughout the United States and in his own community. Richard demonstrates an uncanny skill to draw an audience and keep their interest which has made him a favorite community speaker.

Richard volunteered to be chairman of a fundraising committee for St. Elizabeth Ann Seton Church. Richard helped raise money to replace revenue lost due to the postponement of the church's festival due to the COVID-19 Pandemic. His approach to recruiting personnel to help with phone calls along with his simple message of giving resulted in an increased revenue beyond that which was earned by the festival itself.

As a member of the New Berlin Lions Club, Richard spent many years working at the Wisconsin State Fair to raise funds which would then benefit various organizations within the community. Richard most recently worked on a project for Lions Park in New Berlin. Richard was able to connect with a vendor and as a result of Richard's people skills and the vendor's generosity, the vendor offered to build a pier project for Lions Park as a donation.

Additionally, Richard has also been a major supporter for the New Berlin Food Pantry. Richard worked to increase the amount of gift cards the food pantry received to provide to those in need. Barbara Jacob, Director of the New Berlin Food Pantry, states, "Rich is always concerned that we have enough resources to help our clients especially our seniors and children."

**Mayor Ament will present the award on Thursday, September 21<sup>st</sup> at 2:00 pm at New Berlin's Community Center, located at 14750 W Cleveland Avenue.** The presentation will take place in the Cleveland Room. Individuals or groups are encouraged to attend in support of this outstanding New Berlin resident who has given tirelessly to the community.

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cc: Aldermen, Media