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Fair Rates for Wisconsin's Dairyland (FRWD) Introduces New Website

MADISON WI – January 6, 2021 – Fair Rates for Wisconsin's Dairyland, also known as FRWD, has launched a [new website](#), an online resource to more clearly explain the importance of Wisconsin's vital electric system, which delivers the spark that energizes and provides significant value to the state's businesses, residents and visitors.

“The new FRWD website boasts a cleaner design, with a more user-friendly navigation structure, for utility customers, policymakers and others to explore,” stated Kathi Kilgore, FRWD Executive Director. “As the conversation in Wisconsin continues about the responsible growth of distributed energy resources, fair energy policies and the protection of our centralized power generation system and grid, the new website is a resource for sound, unbiased information.”

Fair Rates for Wisconsin's Dairyland (FRWD) is committed to working with a large group of stakeholders – including energy workers, environmentalists, businesses, farmers, regulators, energy providers and more – with the goal of developing policies that promote fairness, affordability and reliability.

“Forward” is both Wisconsin's motto and the adage that led to FRWD's name. Wisconsin's energy providers drive the state forward by contributing more than \$20 billion to the state's economy annually and employing tens of thousands of highly skilled workers who build, operate and maintain the electric system.

About Fair Rates for Wisconsin's Dairyland (FRWD)

Electricity is an essential element and a key part of the foundation that has fueled the growth of Wisconsin's economy and promoted a higher quality of life for residents. Fair Rates for Wisconsin's Dairyland (FRWD) advocates to (1) ensure each Wisconsinite pays a fair rate for power, (2) upgrade and maintain Wisconsin's aging infrastructure as needed so that the flow of power continues to be reliable, and (3) guarantee everyone in the state has full access to affordable energy and to balanced information about energy issues.

FRWD members include utilities, labor, corporations, non-profit organizations, and the trades. More information at www.fairwisconsinrates.com, or find FRWD on [Twitter](#) and [Facebook](#).

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