



For Immediate Release
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Cheryl Hancock Ready to Represent Coulee Region in Madison *Community leader announces candidacy*

Holmen – Cheryl Hancock, the Executive Director of a local non-profit and past President of the Holmen School Board, announced her candidacy for the 94th Assembly District today at the Omni Center today in Onalaska.

Cheryl has served on the Holmen School Board since 1996 and served as its President for five years which she has stated will give her a better understanding of how to improve the education system which she believes is vital if we want a well trained workforce ready to meet challenges of the 21st century workforce.

She is also past President of the Holmen Area Foundation Board of Directors and the Wisconsin Jaycees Foundation.

Cheryl is a lifelong resident of the Coulee Region, graduating from Cashton public schools and UW-La Crosse. She is married to Victor Hancock, a CPA and Senior Manager at Wipfli. She has two grown children, Brian and Jessica who are both graduates of Holmen High School. Jessica and her husband Jeremy have one daughter Lucy.

Announcement statement is below.

Thank you Denver – as a school board member of course I should scold you for having an unexcused absence but as your aunt I can say I am proud of you and your willingness to stand up for something you believe in.

Since May of 2008 I have set my sites on serving the people in the 94th Assembly district as their representative and I am here today to announce that I am again a candidate for that seat.

I had intended to wait until an election had been called to make my announcement but with the recent events in Madison and calls from supporters to come out I felt I could no longer wait to make my candidacy official.

While serving on the Holmen school board I have worked with some of the most conservative members of our community in a collaborative and effective manner and would like to take my abilities to do so to Madison to help during this difficult time which are monopolized by extreme, heavy handed strategies which just go too far.

I understand the economic difficulties the state is faced with today. Managing a non-profit agency is like running a small business. I have had to make difficult decisions about its operation, staffing decisions, what kind of benefits we can afford to offer, what expenses can we cut without impacting the services we provide.

I am proud of my professional record having taken a struggling organization to a highly performing one. Most importantly I know that the only way to work through a crisis such as the one we are facing is to sit down and discuss – face to face – eye to eye the challenges at hand and work to find solutions rather than dictate solutions just because I can.”

My positions and key initiatives have really remained the same since I first got in this race in 2008 –

Stand up for the people of the Coulee Region, who work hard yet are struggling to make ends meet

Stand up for small businesses, the backbone of our economy, to keep and create jobs locally

Stand up for the next generation, with great schools that prepare our children for the competitive workforce

This past fall we heard much dialog on how important it was to go to Madison to pass bills that would bring new jobs to the state. With little progress we find ourselves at a crossroads, a state in a financial crisis being substituted by a different kind of crisis.

And those who know me – know I am not one of those candidates who plays it safe just to get elected – let me be clear - I support the continuation of collective bargaining rights for our teachers, nurses, snow-plow drivers, 911 operators, EMTs and all the working people that keep our great state functioning in both the public and private sectors.”

If elected I would do my best to help bring the parties back together and move forward to find real solutions to the issues we face. I would appreciate your support during this special election.

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Authorized and Paid for by Friends for Cheryl Hancock, Georgia Schmocker, Treasurer.