

For Immediate Release – October 6, 2025

Family-Owned Bernard's Aims to Raise \$25,000 Annually for St. Croix Rodeo



Image of the new “Bernard’s Boards” – High-Definition LED Trailers used to promote local civic events as well as Sponsors who participate.

For decades, families in western Wisconsin have descended on the town of Glenwood City to enjoy the annual rodeo and fair held at the St. Croix County Fairgrounds.

These summertime events – times *“the entire family can enjoy”* – have become beloved by many, times to celebrate life together.

Recognizing the tremendous amount of time, energy, and resources it takes to host these events, however, a small consortium of local companies – led by Bernard's Northtown, Inc. (Chrysler, Dodge, Jeep, Ram, New Richmond, WI) – has helped to set up a non-profit organization for helping to support and promote the events each year – PeopleWhoCare.cloud.

Service Means Everything.

Bernard's Northtown – originally-founded in 1933 by Bernard Olson in New Richmond, WI as “Bernard's Super Service” – has certainly been no stranger to the need for serving the community.

A long-time supporter of the rodeo and fair, the family-owned and -operated company has prided itself on a commitment which, for nearly 100 years it says, has boiled down to 3 simple words – *“Service Means Everything.”*

“If all goes to plan, the non-profit will be expanded to support other types of civic uses as well,” says non-profit development lead, Keith Pendleton.

He adds, *“Our mission is to support those who support civic uses.”* The uses, he explains, could include everything from essential uses ... to fun events the entire family can enjoy.

“I have to confess,” adds Pendleton, *“my favorite events are those where I see young people ‘getting out there and getting after it’ – like the rodeo!”*

According to Pendleton, the goal will be to work with like-minded companies and organizations in

western Wisconsin and provide “year-around” promotional benefits for those who participate.

Working together with Dean LeMay, a local farmer and Chair of the St. Croix Valley PRCA Rodeo Committee, Pendleton recently provided the footprint for a new sponsorship program with a host of new benefits for area companies who participate.

“I do this for the families,” says LeMay, who is passionate about the annual events. *“These are times where hardworking folks in the area can enjoy time together with their families.”*

Adds LeMay, *“The support of companies like Bernard’s Northtown has played an essential role in helping us to host the rodeo and fair. I’m excited to work with the new non-profit and to continue growing and developing what we’re able to do for the community.”*

Companies interested in learning more about the new non-profit and consortium are encouraged to contact Keith Pendleton, Business Development Lead, at 715-715-7587 ext. 102.

[PeopleWhoCare.cloud](#) > [Media](#) > [Press Releases](#)