

For Immediate Release – December 2, 2025

PeopleWhoCare.cloud Announces Free Use of HD LED Trailers by Local Companies and Organizations



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

PeopleWhoCare.cloud is a non-profit organization whose stated mission is to support civic uses in western Wisconsin – uses such as the St. Croix Valley PRCA Rodeo.

Previously, the Non-Profit had announced a new commemorative magazine focusing on supporting the rodeo.

Today, however, the Non-Profit announces a new community program for advancing its mission – extending free use of HD LED trailers – graciously supplied by Bernard's Northtown, Inc. (“Service Means Everything”™) – to companies and organizations in the area, with special focus on those who participate in the Non-Profit’s broader efforts.

“Want to host a customer appreciation day?” asks the Non-Profit’s literature. “Hosting a holiday or festive event? Feel free to contact us as soon as possible.”

Says Business Development Lead, Keith Pendleton, *“What we’re especially wanting is to work with like-minded companies and organizations in ways that naturally also support local civic events.”*

“The intent of all of our initiatives,” says Pendleton, “isn’t just to promote and benefit our Sponsors and partners, which we believe they will.”

“Far more importantly,” he says, “it’s to champion and advance wholesome and also essential civic uses in western Wisconsin.”

To this Pendleton adds, *“We obviously owe a big word of thanks to Bernard’s Northtown for supplying the LED Trailers for this purpose!”*

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.”*

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

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